



Tailgater by DISH Makes It Easy to Watch Your Favorite Team, Even at the Tailgate Party

Innovative 'On-the-Go' Solution Named CES Innovations 2012 Design and Engineering Award Honoree

NEW YORK, NY -- (MARKET WIRE) -- 11/08/11 -- [DISH Network L.L.C.](#) (NASDAQ: DISH) announced today that the new Tailgater remote viewing satellite dish has been named an International CES Innovations 2012 Design and Engineering Awards Honoree. The [Tailgater](#) is a lightweight, portable satellite dish ideal for watching TV while tailgating, camping, in the [RV](#) or at other outdoor activities. Products entered in this prestigious program are judged by a pre-eminent panel of independent industrial designers, engineers and members of the media to honor outstanding design and engineering in cutting edge consumer electronics products across 32 categories.

The Tailgater is the [lowest-priced portable satellite dish](#) available and the easiest to use. Weighing in at just 10 pounds, the Tailgater automatically locates satellite positions so there is no need for manual adjustment. The Tailgater easily connects to a small, sleek DISH set-top box and TV. Within minutes, customers are able to enjoy their favorite channels in high definition.

"This award from CEA recognizes the Tailgater as an innovative solution to bring high definition television outdoors," said Ira Bahr, chief marketing officer for DISH Network. "Tailgaters across the country have wanted an easy way to watch their games in HD, and now they can. The Tailgater's simple set-up combined with full access to [DISH Network's programming packages](#) at convenient month-to-month pricing makes it the best 'TV-on-the-go' option for outdoor enthusiasts."

The prestigious Innovations Design and Engineering Awards are sponsored by the Consumer Electronics Association (CEA)®, the producer of the International CES, the world's largest consumer technology tradeshow, and has been recognizing achievements in product design and engineering since 1976.

Tailgater by DISH will be displayed at the 2012 International CES from Jan. 10-13, 2012, in Las Vegas. Honorees will also be displayed at CES Unveiled: the official press event of the International CES from 4-7 p.m. on Sunday, Jan. 8, 2012, in the Venetian Ballroom at the Las Vegas Venetian Resort Hotel Casino.

The Innovations entries are judged based on the following criteria:

- Engineering qualities, based on technical specs and materials used
- Aesthetic and design qualities
- The product's intended use/function and user value
- Unique/novel features that consumers would find attractive
- How the design and innovation of the product compares to other products in the marketplace

Innovations 2012 Design and Engineering honoree products are featured at www.CESweb.org/Innovations.

More information about Tailgater is available at www.dish.com/tailgater.

About DISH Network

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 13.945 million satellite TV customers, as of Sept. 30, 2011, with the highest quality programming and technology with the most choices at the best value, including HD Free for Life. Subscribers enjoy the largest high definition line-up with more than 200 national HD channels, the most international channels, and award-winning HD and DVR technology. DISH Network's subsidiary, Blockbuster L.L.C., delivers family entertainment to millions of customers around the world. DISH Network Corporation is a Fortune 200 company. Visit www.dish.com.

Note to editors:

Video product demonstration: <http://youtu.be/1rXiekC2etw>

High resolution photos: <http://press.dishnetwork.com/Press-Center/Photo-Library>

Note to television assignment editors:

High resolution b-roll: <http://65.38.186.171/flv/tailgater-lq.zip>

High resolution product demonstration: <http://65.38.186.171/flv/Tailgater-HighResB-Roll.zip>

Image Available: http://www2.marketwire.com/mw/frame_mw?attachid=1794632

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