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DISH Recognized By CIO Magazine as CIO 100 Company

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- Acknowledged for completing large-scale billing system conversion
- IT conversion includes interactive voice response telephone, workforce management systems
- Largest IT project in company history

DISH (NASDAQ: DISH), a leading pay-TV provider, was recognized by IDG's [CIO magazine](#) for undertaking a massive overhaul of its billing system and related technologies. CIO magazine's 25th annual award program recognizes organizations around the world that exemplify the highest level of operational and strategic excellence in IT.

Over a two-year project, DISH converted major information technology systems, including its:

- customer billing and payment system -- handles monthly bills for 14 million subscribers;
- interactive voice response (IVR) telephone system -- streamlines millions of customer calls per month; and
- workforce management system -- efficiently assigns and manages thousands of in-home service jobs completed per day by DISH's field technicians nationwide.

"For us to have completed such a large project so smoothly makes this arguably the most successful conversion of its kind," said Mike McClaskey, chief information officer at DISH. "This sets the foundation for DISH to implement the technology systems needed to handle new businesses in the future."

The recipients of this year's CIO 100 award were reviewed and selected based on applicants' unique practices and scale of results by a group of 36 judges who are editors, former CIOs and IT consultants.

"For 25 years now, the CIO 100 awards have honored the innovative use of technology to deliver genuine business value," said Maryfran Johnson, editor in chief of CIO magazine and events. "Our 2012 winners are an outstanding example of the transformative power of IT to drive everything from revenue growth to competitive advantage."

Complete coverage of the 2012 CIO 100 awards is available online at www.cio.com and in the August 1 issue of CIO magazine.

Executives from the winning companies will be recognized at the [CIO 100 Symposium & Awards Ceremony](#), to be held Tuesday, Aug. 21, at the Terranea Resort in Rancho Palos Verdes, Calif.

About DISH

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 14 million satellite TV customers 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 lineup with more than 200 national HD channels, the most international channels, and award-winning HD and DVR technology. DISH Network Corporation'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.

About CIO

CIO produces award-winning content and community resources for information technology executives and leaders thriving and prospering in this fast-paced era of business, as well as creates opportunities for information technology and consumer marketers to reach them. The CIO portfolio includes [CIO.com](http://www.cio.com), CIO magazine (launched in 1987), CIO Executive Programs and the CIO Executive Council. CIO properties provide business technology leaders with analysis and insight on information technology trends and a keen understanding of IT's role in achieving business goals. The U.S. edition of the magazine and website are recipients of more than 200 awards to date, including the American Society of Business Publication Editor's Top B-to-B Magazine since 2000 and two Grand Neals from the Jesse H. Neal National Business Journalism Awards. CIO websites and printed publications appear in more than 25 countries, including Australia, Canada, Finland, India and Sweden. CIO Executive Programs -- a series of face-to-face conferences including the CIO 100 Awards & Symposium™ provide educational and

networking opportunities for pre-qualified corporate and government leaders. The CIO Executive Council is a professional organization of CIOs created to serve as an unbiased and trusted peer advisory group. CIO is published by IDG Enterprise, a subsidiary of International Data Group (IDG), the world's leading media, events, and research company. Company information is available at www.idgenterprise.com.

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