



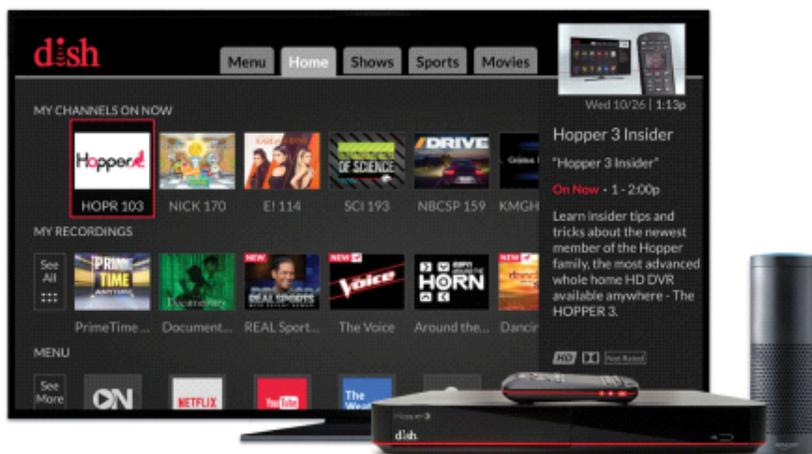
January 3, 2017

DISH and Amazon Deliver Alexa Voice Control on Hopper DVR

DISH first TV provider to announce direct compatibility with Amazon Alexa

LAS VEGAS--(BUSINESS WIRE)-- DISH customers can soon watch hands-free, voice-controlled TV by pairing a Hopper DVR with the Amazon Echo or Echo Dot, both Alexa devices. DISH is the first TV provider to announce direct compatibility with Amazon Alexa.

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"We constantly evaluate emerging technology, like Alexa, and its potential to improve how people watch and control their TVs," said Niraj Desai, DISH vice president of product management. "This allows us to design strategic roadmaps and deliver products that make TV more valuable, at no extra cost to subscribers."

"Amazon is excited to be working with DISH to develop an Alexa skill that offers a hands-free television experience, expanding the ways that our customers can use Alexa devices like Amazon Echo to make their lives easier," said Rob Pulciani, director, Amazon Alexa. "You no longer have to set down your popcorn to change the channel, or spend time searching for what channel the game is on - just ask Alexa to do it for you."

DISH and Amazon deliver Alexa voice control on Hopper DVR (Photo: Business Wire)

can ask Alexa to navigate, search and quick play TV content on a broadband-connected Hopper DVR (all generations) based on channel, title, actor and genre. Examples of spoken commands and questions are included below.

- "Go to ESPN"
- "Tune to AMC"
- "Change the channel to NBC"
- "Turn on channel 200"
- "Find *The Voice*"
- "Show me football games"
- "Play the Warriors game"
- "Watch *Game of Thrones* season 1, episode 2"
- "Find Matt Damon movies"
- "Find comedy movies"

About DISH

DISH Network Corp. (NASDAQ:DISH), through its subsidiaries, provides approximately 13.643 million pay-TV subscribers, as of September 30, 2016, with the highest-quality programming and technology with the most choices at the best value. DISH offers a high definition line-up with more than 200 national HD channels, the most international channels and award-winning HD and DVR technology. DISH Network Corporation is a Fortune 200 company. Visit www.dish.com.

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