



DISH Network® Launches Indian FM radio Channel Radio City 91.1FM

ENGLEWOOD, Colo. – Jan. 31, 2009 – DISH Network Corporation (NASDAQ:DISH) today announced popular Indian FM radio channel Radio City 91.1FM has launched on its platform.

“DISH Network is continually improving the quality of its programming lineup, and our Hindi offerings are no exception,” said Dave Shull, senior vice president of Programming for DISH Network Corporation. “Radio City 91.1FM gives our customers the opportunity to enjoy the latest in Bollywood, plus offers other great programming options.”

Radio City 91.1FM is the leading 24-hour FM radio channel from India offering popular shows and content from Bollywood – including “Whatte Fun Mornings,” “Mumbai Masala,” “Hum Tum,” “Radio City Joyride,” “Love Guru,” and many more. The channel will be available a la carte for 99 cents per month as an introductory price and as part of the 16-channel Hindi Mega Pack for \$54.99 per month.

Radio City 91.1FM is available on DISH Network channel 810, replacing Asian FM. For more information about the channel, or DISH Network’s Hindi programming packages, visit www.dishnetwork.com/international.

Radio City 91.1 is distributed and marketed by Globosat Entertainment, LLC New York in the USA. “We are excited to bring India’s Premiere FM Radio for the first time in the US” said Sudhr Vaishnav President and CEO of Globosat. We are committed to bringing quality entertainment for the Diaspora added Adris Chakraborty, Director.

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About DISH Network Corporation

DISH Network Corporation (Nasdaq: DISH), the nation’s third largest pay-TV provider and the leader in digital television, provides approximately 13.78 million satellite TV customers as of Sept. 30, 2008 with industry-leading customer satisfaction which has surpassed major cable TV providers for eight consecutive years. DISH Network also provides customers with award-winning HD and DVR technology including the ViP® 722 HD DVR, which received the Editors’ Choice awards from both CNET and PC Magazine. In addition, subscribers enjoy access to hundreds of video and audio channels, the most International channels in the U.S., industry-leading Interactive TV applications, Latino programming, and the best sports and movies in HD. DISH Network offers a variety of package and price options including the lowest all-digital price in America, the DishDVR Advantage Package, high-speed Internet service, and a free upgrade to the best HD DVR in the industry. DISH Network is included in the Nasdaq-100 Index (NDX) and is a Fortune 300 company. Visit www.dishnetwork.com or call 1-800-333-DISH (3474) for more information.

About Radio City 91.1FM

Radio City 91.1FM is India's first and leading FM radio brand. Promoted by Music Broadcast Private Limited (MBPL), the private FM network has captured the hearts of millions of listeners across 20 FM stations in Mumbai, Delhi, Bangalore, Chennai, Ahmedabad, Pune, Hyderabad, Lucknow, Jaipur, Vadodara, Surat, Sholapur, Nagpur, Sangli, Coimbatore, Vizag, Ahmednagar, Akola, Nanded and Jalgaon. Radio City 91.1FM's fresh and vibrant outlook, 'Whatte Fun' offers a differentiated listening experience through melodious adult contemporary (AC) format of music to SEC AB Adult audiences across the nation. Aggressively looking at spreading the Radio City experience, Radio City 91.1FM is committed to growing the market and creating superlative content for discerning audiences. Radio City 91.1FM broadcasts round-the-clock using state of the art digital stereo FM for unmatched quality in signal strength, clarity and brilliance. Visit www.planetradiocity.com for more information.

About Globosat Entertainment L.L.C:

Globosat Entertainment, L.L.C is a premiere global entertainment and broadcasting company and official Licensees for Sahara Group of Channels based in New York. and provides South Asian Entertainment via direct to home satellite broadcasts (DTH), cable television (CATV), Satellite Master Antenna Television (SMAT), and broadband transmission within the territories of North America, South America, Europe and the Caribbean. www.globosatent.com

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