



NEWS RELEASE



The following news release and all relevant information is embargoed until Monday, Jan. 5, 2015 at 11:30 a.m. PST

Sling TV to launch live, over-the-top service for \$20 per month; watch on TVs, tablets, computers, smartphones, game consoles

- *Sling TV to deliver the best of live TV including ESPN, ESPN2, TNT, TBS, Food Network, HGTV, Cartoon Network and Disney Channel*
- *Service to feature Video-On-Demand programming and the best of online video with long- and short-form content from Maker Studios*
- *Core package priced at \$20 per month; no commitment, contract, credit check or hardware installation required*
- *Supported devices expected to include Amazon Fire TV, Amazon Fire TV Stick, Google Nexus Player, select LG Smart TVs, Roku players, Roku TV models, select Samsung Smart TVs, Xbox One from Microsoft, iOS, Android, Mac, PC*

ENGLEWOOD, Colo., Jan. 05, 2015 – Sling TV L.L.C., a subsidiary of DISH Network Corporation (NASDAQ: DISH), today announced that it will launch Sling TV, a live, over-the-top television service, to customers nationwide in the first quarter of 2015. Sling TV will deliver live sports, lifestyle, family, news and information channels, Video-On-Demand entertainment and the best of online video to broadband-connected devices at home and on-the-go. Priced at \$20 per month, the service will require no commitment, contract, credit check or hardware installation.

Supported Internet-connected devices for Sling TV are expected to include Amazon Fire TV, Amazon Fire TV Stick, Google Nexus Player, select LG Smart TVs, Roku players, Roku TV models, select Samsung Smart TVs, Xbox One, iOS, Android, Mac and PC. Sling TV expects to announce its availability on additional streaming devices and smart TVs in the coming months.

“Sling TV provides a viable alternative for live television to the millennial audience,” said Joseph P. Clayton, DISH president and CEO. “This service gives millions of consumers a new consideration for pay-TV; Sling TV fills a void for an underserved audience.”

“Consumers can now watch their favorite shows on their favorite devices that they already use to watch video. Live television, including ESPN, for \$20 per month with no commitment or

contract, is a game changer,” said Roger Lynch, CEO of Sling TV. “The arrival of Sling TV lets consumers, who’ve embraced services like Netflix and Hulu, take more control of their video entertainment experience.”

What to watch on Sling TV

At launch, Sling TV is offering a core programming package with live and Video-On-Demand shows, sports, movies and online video, as well as two optional add-on packs.

Priced at \$20 per month, “The Best of Live TV” core package includes 12 Nielsen-rated sports, lifestyle, family and news networks: ESPN, ESPN2, TNT, TBS, Food Network, HGTV, Travel Channel, Adult Swim, Cartoon Network, Disney Channel, ABC Family and CNN. This package additionally features an array of Video-On-Demand entertainment and the best of online video with unique content from Maker Studios, the global leader in online short-form video.

Consumers can tailor their experience with add-on packs for access to additional programming, at \$5 per month. Sling TV will offer a “Kids Extra” add-on with Disney Junior, Disney XD, Boomerang, Baby TV and Duck TV, and a ‘News & Info Extra’ add-on with HLN, Cooking Channel, DIY and Bloomberg TV. A “Sports Extra” package is coming soon.

Sling TV expects to expand its core package, Video-On-Demand content, online video and add-on packs throughout 2015.

Where to watch Sling TV

At launch, subscribers can watch live TV by downloading the app to supported versions of iOS and Android, or by visiting the upcoming Sling website from Macs and PCs. Alternatively, the Sling TV app is expected to be available on Amazon Fire TV, Amazon Fire TV Stick, Google Nexus Player, select LG Smart TVs, Roku players, Roku TV models, select Samsung Smart TVs and Xbox One, with other streaming devices and smart TVs to follow in the coming months. Sling TV’s user interface provides a consistent experience across all platforms.

How Sling TV works

Sling TV is designed to deliver a high-quality television experience inside and outside the home, anywhere a wired, Wi-Fi or mobile broadband connection is available. The service is delivered over an IP-based content delivery system that leverages adaptive bitrate streaming technology. This allows for the highest quality streaming experience possible regardless of network quality fluctuations or location.

Customers will be able to pause, rewind and fast-forward most live channels and Video-On-Demand content. For certain channels, the service includes a 3-Day Replay feature that gives customers the ability to watch some shows that have aired in the past three days; no DVR is needed. Sling TV’s features are available across all supported platforms.

About Sling TV

Sling TV L.L.C., a subsidiary of DISH Network Corporation (NASDAQ: DISH), provides over-the-top television services including domestic and international live and Video-On-Demand programming. Sling TV's international OTT service (DishWorld) currently provides close to 200 channels in 16 languages across multiple devices – televisions, tablets, computers and smartphones – to households in the U.S. Sling TV is a next generation service that meets the entertainment needs of today's contemporary viewers. Visit www.sling.com.

Follow us on Twitter @Sling: <http://www.twitter.com/Sling>

About DISH

DISH Network Corp. (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 14.041 million satellite TV customers, as of Sept. 30, 2014, with the highest-quality programming and technology with the most choices at the best value. Subscribers enjoy 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 Corp. is a Fortune 250 company. Visit www.dish.com.

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Sling TV and Slingbox: separate brands, separate products

Sling TV is an emerging over-the-top service that is independent from Sling Media's line of Slingbox products and services. Sling Media is the leading provider of multi-screen TV solutions giving consumers the ability to access their live and recorded traditional pay-TV service anywhere in the world, on any connected device. For more information on Slingbox, visit www.slingbox.com.

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