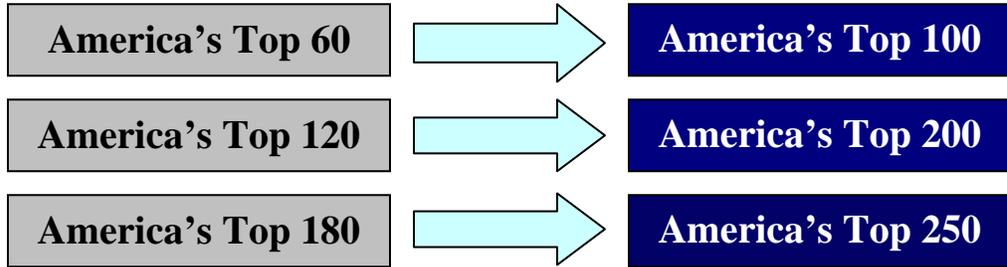


Updated of Dish Network Pricing – Downloaded from SatelliteGuys.US
<http://www.satelliteguys.us>

- **Entertainment Package Name Changes – Effective February 1, 2007** – Since our basic packages have 40-80 more channels than what is currently indicated in their names, we’re introducing new package names to better reflect the number of channels in each. Please note that America’s “Everything” Pak name will not change.

**DISH Network Entertainment Package Name Changes
 Effective February 1, 2007**



- Also over the past year, we’ve added channels to our core entertainment packages in an effort to continue to improve upon our customer offerings and to constantly add value.

New Channels Added in 2006		
AT100	AT200	AT250
NFL Network ReelzChannel Documentary Channel 32 new DishCD audio channels (February 1, 2007)	SOAPnet Oxygen	The Tennis Channel Fine Living Versus (formerly known as Outdoor Life Network) Sleuth

- **DishLATINO** – Throughout the year, we’ve also continued to enhance the programming for our DishLATINO packages.

DishLATINO Channels Added in 2006			
DishLATINO	DishLATINO Plus	DishLATINO Dos	DishLATINO Max
Telemundo Puerto Rico	Boomerang AMC Independent Film Channel WE	Fox Soccer	ReelzChannel

DishLATINO Channels Rolled Down	
DishLATINO Plus	DishLATINO Dos
FX SCI FI Channel The Weather Channel	National Geographic Channel

- **Entertainment**

Package

Pricing – Effective February 1, 2007 – For years, DISH Network has been the leader in providing the lowest priced all digital programming in America while offering a variety of entertainment choices that allow subscribers to pick the package that best meets their needs. We’ve worked hard to keep our costs low through business improvements and other initiatives, and we’ve also continued to pressure the television networks we carry to lower their programming increases on behalf of our customers. Even though we’ve done these things tirelessly throughout the year, we cannot offset all the unavoidable costs of increased television programming fees.

- As a result, AT120 (will be AT200), and AT180 (will be AT250), will increase by \$3.00 per month beginning Q1 2007 (February 1, 2007); and America’s “Everything” Pak will increase by \$5.00 per month. All of these programming packages are still a great value considering the large number of channels subscribers get for the price.
- We guaranteed last year that AT60 (will be AT100), AT60+ (will be AT100+) and DishFAMILY (which is not changing its name) will NOT increase in price. Their prices are guaranteed until February 1, 2008!

DISH Network Entertainment Package Pricing – Effective February 1, 2007			
Current	February 1, 2007	New Price/Mo.	Change
DishFAMILY	DishFAMILY	\$19.99	
America’s Top 60	America’s Top 100	\$29.99	
America’s Top 60+	America’s Top 100+	\$34.99	
America’s Top 120	America’s Top 200	\$42.99	\$3.00
America’s Top 180	America’s Top 250	\$52.99	\$3.00
America’s “Everything” Pak	America’s “Everything” Pak	\$89.99	\$5.00

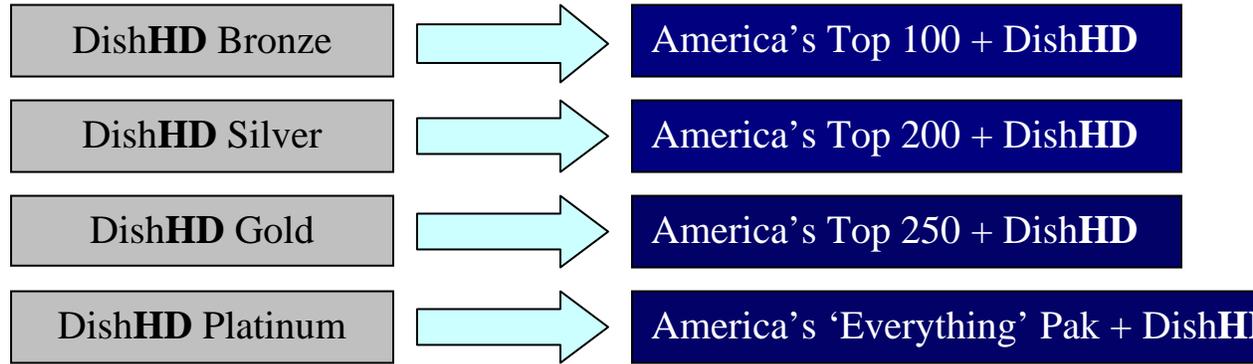
- DishLATINO – Additionally, we do not presently plan an increase in the price of DishLATINO and DishLATINO Plus. This is the third year in a row that DishLATINO has not experienced a price increase!
- DishLATINO Dos and DishLATINO Max will increase by only \$2.00 per month. This is the first DishLATINO package price increase in two years!
- DishLATINO “Everything” Pak – Please note that we will no longer provide the DishLATINO “Everything” Pak to new customers or to existing customers who wish to upgrade to it. Existing customers who already subscribe to it may continue to do so; their monthly price will increase by \$5.00/mo.
- Even with these increases, the prices are still very competitive in relation to the wide variety and number of channels we offer. Also, keep in mind that DISH Network continues to provide our customers with clear and unmatched savings over cable and other satellite providers as the largest pay-TV provider of Hispanic programming in the U.S.
- Additionally, we do not presently plan an increase in the price of the Chinese-language entertainment package, Great Wall TV.

DishLATINO / GWTV Entertainment Package Pricing – Effective February 1, 2007			
Current	Update 2/1/07	Price/Mo.	Change
DishLATINO	DishLATINO	\$24.99	
DishLATINO Plus	DishLATINO Plus	\$29.99	
DishLATINO Dos	DishLATINO Dos	\$36.99	\$2.00
DishLATINO Max	DishLATINO Max	\$46.99	\$2.00
DishLATINO Everything Pak*	DishLATINO Everything Pak*	\$84.99	\$5.00
Great Wall TV Package	Great Wall TV Package	\$29.99	

*DishLATINO “Everything” Pak will no longer be offered to new customers or existing customers who wish to upgrade to it. Existing customers who already subscribe may continue to do so; the price will increase \$5.00/mo.

DishHD™ Changes – Effective February 1, 2007 – We are simplifying our DishHD packaging so customers will be able to distinguish between their standard-definition and high-definition programming. Beginning February 1, 2007, customers will see changes on their billing statements; their DishHD programming will be a separate line item from their core standard-definition programming package.

DishHD – Effective February 1, 2007



\$20.00/mo. for DishHD added to AT100, AT200, AT250, or AEP.

- This means that DishHD Bronze, DishHD Silver, DishHD Gold, and DishHD Platinum packages will no longer be available to new customers or existing customers.
 - Customers who subscribe to AT100, AT200, AT250, or AEP and wish to subscribe to DISH Network's HD programming will instead receive the DishHD entertainment package for \$20.00/mo.
- Please keep in mind that in order for a customer to qualify for DishHD, they must subscribe to AT100, AT200, AT250, or AEP.
- Starting February 1, 2007, these packages will turn into two separate packages:
 - DishHD Bronze will be: AT100 with DishHD
 - DishHD Silver will be: AT200 with DishHD
 - DishHD Gold will be: AT250 with DishHD
 - DishHD Platinum will be: AEP with DishHD
- **Premium Movie Packages – Effective February 1, 2007** – Starting Q1 2007, Showtime, Cinemax, and Starz Movie Pack will only increase by \$1.00/mo. and HBO and Playboy will NOT increase at all!

Premium Pricing for Q1 2007

Premium Service	Price/Mo.	Change
HBO	\$14.99	
Showtime	\$12.99	\$1.00
Cinemax	\$12.99	\$1.00
Starz	\$12.99	\$1.00
Playboy	\$14.99	

- **Premium Package Pricing** – Customers who purchase more than one premium movie package can save money. Please refer to the table below to see the savings. The more premium movie packages customers purchase, the more money they can save!

Premium Package Pricing for Q1 2007

Premium Service	One Premium Package Price/Mo.	Two Premiums save at least \$3.00/mo.	Three Premiums save at least \$7.00/mo.	Four Premiums save at least \$11.00/mo.	Five Premiums save at least \$18.00/mo.
HBO	\$14.99	\$22.00	\$31.00	\$40.00	\$50.00
Showtime	\$12.99				
Cinemax	\$12.99				
Starz	\$12.99				

- **\$20.00 Movie Value Paks No Longer Available – Effective February 1, 2007** – Please note that we will no longer offer Movie Value Paks for new or existing customers as of Q1 2007. The Movie Value Paks were combinations of two premium movie packages that were offered to customers who subscribed to AT120 or higher, DishLATINO Dos or higher, and DishHD Gold or higher. These customers could choose any combination of two packages from our current premium lineup (except Showtime) and pay \$20.00/mo. Please note that these customers will experience a price increase of \$2.00/mo. on their billing statement to reflect the two premium movie package of \$22.00/mo. pricing (please refer to table above).
- **Adult Programming – Effective February 1, 2007** – All adult programming packages (except Playboy) will experience a price increase of \$2.00/mo.
- **Offset price increases with the New DishDVR Advantage Package! – Effective February 1, 2007** – Another very exciting change for 2007 is our new package, “DishDVR Advantage,” which is an innovative way for DISH Network to offer our products and services to customers. It offers both our new and existing customers a simple and comprehensive bundle of DISH Network products, services and programming at one simple price. Our Retailers and Customers have been asking for a service like this, here you go! Plus, you can offer it to customers to offset some of the package price increases that customers may experience. It combines our most popular entertainment package with our most popular receivers – dual-tuner / two-TV solutions.
 - **DishDVR Advantage costs \$49.99/mo. (savings of \$3.98/mo.) and is a comprehensive package which includes:**
 - **AT200** – Over two hundred of our best channels.
 - **Locals package** – Customers must qualify for Local Network Programming for this package.
 - **Dual-tuner fee-based DVR** – Includes a two-room-ready DVR receiver – Model 522, 625, or ViP622 DVR™ receiver.
 - **Standard Professional Installation** – For no additional cost.

- **DHA-18** – New customers must qualify for DHA-18, so there's no equipment to purchase, and customers receive 18 months of DHPP free of charge. Existing customers must make an 18 month commitment or be on Credit-Card AutoPay (CCA).
 - **Credit-Card AutoPay (CCA)** – This is a requirement for new customers, but it's also an advantage – with CCA customers won't have to worry about mailing in their billing statement to pay for their TV service every month.
- **\$49.99/mo. price is guaranteed through January 31, 2009! – Helps customers save money!** – The \$49.99/mo. cost is a *\$3.98/mo. savings* if the customer were to subscribe to these components individually. This \$3.98/mo. comes to a *7% savings* overall for new and existing customers who sign up for this 18-month term agreement.
 - **AT250 is also available in the DishDVR Advantage package!** – If customers prefer the AT250 entertainment package over AT200, they may subscribe to it if they also take one of our premium movie packages. Please note that one premium movie package is required with AT250 under DishDVR Advantage.
 - AT250 and one premium movie package including Showtime, Starz Movie Pack, Cinemax, or Playboy, costs an additional **\$20.00/mo.** above the \$49.99/mo.; or with HBO, an additional **\$22.00/mo.**
 - The \$69.99/mo. cost is at least a *\$6.97/mo. savings* if the customer were to subscribe to these components individually. This \$6.97/mo. comes to a *9% savings* overall for new and existing customers who sign up for DishDVR Advantage with AT250 and a premium movie package!
 - **Use the DishDVR Advantage package to promote the great advantages of our DVR receivers! This is what most customers want:**
 - DVR technology allows fast-forwarding through commercials and other content subscribers may prefer to skip.
 - Subscribers can access DVR recordings from two different TVs using dual-tuner receivers.
 - If your customers haven't already discovered DISH Network's DVR technology, now is the perfect time to bring them onboard with our new inclusive and competitively priced DishDVR Advantage package.

Q1 2007 Summary – If you look at the value we've added to our entertainment packages over the past year, and the large number and wide variety of programming each of our packages include, and compare this to other pay-TV providers' prices, you'll see that our price increases are relatively low overall! What's more, not all of our programming increased in price – some remain available at the same price. We will continue to find opportunities to add more value, like our new DishDVR Advantage package, as well as increase the number and variety of channels we provide.

We'll also continue to keep our costs at a minimum. Our price increases relate to existing market conditions that are often unavoidable. Finally, with the change in the names of our packages, such as AT100, AT200 and AT250, we're now better able to show the number of channels and the value that each package offers customers.