

HD Locals Available in the Milwaukee, WI, DMA on DISH Network® – Effective April 10, 2008!

April 8, 2008

Dear DISH Network Retailer,

We have great news! Effective April 10, 2008, DISH Network will offer high-definition ("HD") local network programming in the Milwaukee, WI, DMA! Milwaukee area customers will have the opportunity to enjoy *Lost* on ABC, *Law and Order* on NBC and *American Idol* on FOX in stunning HD provided by DISH Network.

In order to receive their Milwaukee HD locals, qualifying customers must have a ViP-series / MPEG-4 receiver and an applicable antenna pointed to the 61.5° orbital location, and must subscribe to Milwaukee locals. Please keep in mind that a \$7.00/mo. HD Enabling Fee applies to each account activated with a ViP-series receiver, but will be waived on a monthly basis if the customer subscribes to a qualifying dishHD™ package.

HD local network programming available in the Milwaukee, WI, DMA through DISH Network:

Network Affiliation	Call Letters	DISH Network Channel #	Local Channel #	Orbital Location
ABC	WISN	5200	12	61.5°
FOX	WITI	5203	6	
NBC	WTMJ	5202	4	

Thanks for Supporting DISH Network!

The foregoing (including, without limitation, brief description(s) of certain terms and conditions applicable to each of the Promotional Programs named in this Facts Blast) may be subject to applicable Business Rules and/or different terms and conditions of your Retailer Agreement with DISH Network L.L.C., formerly known as EchoStar Satellite L.L.C. ("DNLLC"). In the event of any conflict or inconsistency between the terms and conditions set forth in any applicable Business Rules and the terms and conditions set forth above, the terms and conditions of such Business Rules shall be controlling.

With respect to hardware purchased by a Retailer from Echosphere L.L.C. ("Echosphere"), all equipment discounts and other Incentives shall be paid by DNLLC subject to and in accordance with the terms and conditions of each participating Retailer's Retailer Agreement and applicable Business Rules. With respect to hardware purchased by a Retailer from an Authorized Distributor, any and all equipment discounts and other Incentives shall be paid by the Authorized Distributor in accordance with and subject to the terms and conditions of your applicable agreement(s) with such Authorized Distributor. Notwithstanding anything set forth in this Facts Blast to the contrary, any and all references herein to equipment discounts and/or other Incentives shall apply solely and exclusively to Retailers who purchase their hardware from Echosphere. All capitalized terms set forth in this and the immediately prior paragraph shall have the meaning ascribed to them in your Retailer Agreement.