



DishLATINO Subscribers: Setanta Sports Channel Available Free in September

New York, September 4, 2008: International sports broadcaster, Setanta Sports, is having a special offer to all DishLATINO subscribers. Current DishLATINO subscribers will be able to watch Setanta, channel 852, for the entire month of September for free.

Setanta offers LIVE and exclusive coverage of matches of the Barclays Premier League, the FA Cup, UEFA Champions League, 2010 World Cup Qualifiers, UEFA Cup, Carling Cup, International Friendlies, Coca-Cola Championship, MUTV, Chelsea TV, highlight shows, and much more.

Highlighted matches in September DishLATINO subscribers can watch for free:

| League | Opponents | Date | Time |
|--------------------------------|--|----------------------------|-------------|
| FIFA World Cup Qualifiers 2010 | LIVE. Malta vs Portugal | September 6 th | 2:00pm EST |
| FIFA World Cup Qualifiers 2010 | LIVE. Portugal vs Denmark | September 10 th | 4:45pm EST |
| Barclays Premier League | LIVE. Liverpool vs Manchester United | September 13 th | 7:45am EST |
| Barclays Premier League | LIVE. Blackburn Rovers vs Arsenal | September 13 th | 10:00am EST |
| Coca-Cola Championship | LIVE. Queens Park Rangers vs Southampton | September 14 th | 11:00am EST |
| Barclays Premier League | LIVE. Liverpool vs Stoke City | September 20 th | 10:00am EST |
| Barclays Premier League | SAME DAY COVERAGE. Blackburn Rovers vs Fulham | September 20 th | 12:15pm EST |
| Barclays Premier League | LIVE. Manchester City vs Portsmouth | September 21 st | 10:00am EST |

Players to watch:

| Player | Home Country | Current Team | Quick Fact |
|----------------------------|--------------|-------------------|---|
| Roque Santa Cruz | Paraguay | Blackburn Rovers | One of the top scorers in the EPL last year with 19 goals. |
| Carlos Vela | Mexico | Arsenal | Only 19, he's one of the top young players in Europe right now. |
| Alex Rodrigo Dias da Costa | Brazil | Chelsea | Central defender for Chelsea and the Brazilian National team. |
| Carlos Tevez | Argentina | Manchester United | Extremely popular and famous forward for Argentina. |
| Giovanni Dos Santos | Mexico | Tottenham Hotspur | Midfielder who used to play for Barcelona before being transferred to Tottenham |

For a limited period, starting on October 1, 2008, existing DishLATINO subscribers can add-on Setanta Sports for only \$9.99. Call 1-888-238-3497 for Channel 852. Don't miss the action on Setanta Sports. **SETANTA SPORTS: FANATICOS DEL DEPORTE.**

About Setanta Sports U.S. (www.setanta.com)

Setanta Sports operates the only dedicated International soccer and rugby channel in the U.S. In 2008, the 24-hour, digital pay TV network aired more than 1,000 live events, focusing on programming designed to meet the growing demands of international sports fans. Setanta is part of Dublin-based Setanta Sports, a leading, international pay television broadcaster and the number two sports broadcaster in the United Kingdom, providing top sports leagues and events to more than 100 million digital television homes globally and to commercial venues in six countries. Setanta Sports U.S. is currently available to subscribers on DISH Network, DIRECTV, GlobeCAST WorldTV and Verizon FiOS TV, Setanta by Broadband as well in commercial settings such as sports bars and pubs nationwide.

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 13.79 million satellite TV customers 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 ViP722™ 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/aboutus or call 1-800-333-DISH (3474) for more information.