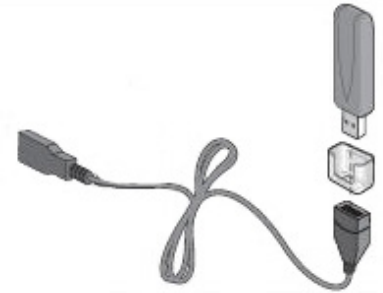


Wireless Broadband Adapter for Receiver Connectivity Available Now!

November 18, 2010

Connectivity has never been as important for DISH Network® customers as it is today, especially with regard to our TV Everywhere™ line of products and services, including advanced DISH Remote Access features, DISHOnline.com content, and Google TV with DISH Network functionality. To receive the full benefits from these products and services, they require a **broadband Internet connection to customers' compatible ViP®-series receivers**; there are a number of different types of equipment and devices you can use to obtain connectivity.



So that you have a greater number of choices to provide your customers with the connectivity that best fits their needs, the **Wireless Broadband Adapter** (shown above) is now available for purchase through **Echosphere and Authorized Distributors**. Please continue reading for more details on pricing, availability and installation considerations.

Wireless Broadband Adapter Features

- **Provides another broadband Internet connectivity option** for those customers who are unable to use other connectivity methods such as a direct connection or SlingLink, or for customers who prefer a wireless installation.
- **Eligible for use with the following model receivers:** ViP 222k, ViP 612, ViP 622, ViP 722, ViP 722k, and ViP 922 SlingLoaded™ DVR.
- **Easy installation.**

Pricing and Availability

The Wireless Broadband Adapter is now available for purchase from Authorized Hardware Providers. Both new and existing residential and commercial customers may purchase and install the Wireless Broadband Adapter.

- **Not Available for Selection in R*Connect** – The Wireless Broadband Adapter is available to purchase as an accessory. It is not available for selection in R*Connect.

Wireless Broadband Adapter Available Now!	
Part #	179048
Pricing	
MSRP	\$25.00
Retailer Price	\$25.00
Retailer Incentives and Equipment Discounts for Receiver Connectivity*	
Broadband Internet Connectivity Incentive	\$30.00
Set Top Box Connectivity Equipment Discount	\$25.00
<small>*A Retailer's eligibility to receive Incentives, including without limitation, Equipment Discounts, is subject to the terms and conditions set forth in their DISH Network Retailer Agreement and applicable Business Rules.</small>	

Other Important Information

- **Wireless Network Required** – In order to install a Wireless Broadband Adapter on their compatible receiver, the customer must have an active wireless network and know the network ID; additionally, if their network is secure they must know the password.
- **Use as an Alternate Connectivity Option** – A wired connection from the receiver to the broadband Internet router or switch with an Ethernet cable is the more reliable connectivity option and is therefore the preferred method of connecting a customer's receiver. If a direct connection is not possible, or if the customer has more than one receiver that they wish to connect to broadband Internet, a SlingLink device should be used. Only when neither a direct connection or SlingLink device can be utilized, or if the customer prefers a wireless installation, is the Wireless Broadband Adapter the preferred option to connect a customer's receiver to broadband Internet.
 - **Please note that each Wireless Broadband Adapter provides connectivity for only one receiver.**
 - **For each installation, consider using a SlingLink device before a Wireless Broadband Adaptor** – Remember, a SlingLink device can be used when no receivers in the home are near an Internet router or switch. Connect SlingLink to the customer's Internet router with an Ethernet cable and plug SlingLink into a compatible electrical outlet. In most homes, the customer's ViP-series receivers will now be able to connect to the home network when plugged directly into an electrical outlet.
- **Business Rules** – For more information regarding Retailer Incentives, please refer to the DISH Network Retailer Master Business Rules with Incentives, located on DISH Portal under the Full Service Retailer homepage > Financial space.

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 RetailerNews) 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. ("DISH"). In the event of any conflict or inconsistency between the terms and conditions set forth in any applicable Business Rules or your Retailer Agreement and the terms and conditions set forth above, the terms and conditions of such Business Rules and/or such Retailer Agreement shall control.

With respect to hardware purchased by a Retailer from Echosphere L.L.C. ("Echosphere"), all equipment discounts and other Incentives shall be paid by DISH 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 RetailerNews 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 not otherwise defined in this RetailerNews shall have the meanings ascribed to them in your Retailer Agreement.