

# LOCAL NEWS, SPORTS, TRAFFIC AND WEATHER, DEBUTS ON SLING TV WITH THE WEATHER CHANNEL'S 'LOCAL NOW' SERVICE

Sling TV first to offer local, geo-targeted updates on news, weather, sports and traffic via The Weather Channel's Local Now channel

Available on Amazon Fire TV, Fire TV Stick, Fire tablets, Android smartphones and tablets, Android TV platforms including Google's Nexus Player, current-generation Roku players and Roku TV models, Xbox One, Macs and PCs; coming soon to other Sling TV supported devices

Local Now comes at no extra cost to 'Best of Live TV' package

**Mar 3, 2016.** Sling TV bolstered its local content as the first pay-TV provider to offer The Weather Channel's geo-targeted Local Now service. Sling TV will offer Local Now in its "Best of Live TV" package at no additional cost. Local Now offers localized news, weather, sports and traffic updates to Sling TV viewers in 207 designated market areas (DMAs) across the United States.

*"Our customers have been asking for local content since our launch, and we anticipate expanding our local offering as the service evolves."*

"Local Now is an innovative new service that gives our customers the ability to immediately catch up on local news, traffic, weather and sports and stay connected to their communities," said Roger Lynch, CEO of Sling TV. "Our customers have been asking for local content since our launch, and we anticipate expanding our local offering as the service evolves."

"For the first time your news is available instantly on demand. Local news when you want it and where you are," said Dave Shull, CEO of The Weather Channel television network. "The old television broadcast news model is outdated for the emerging world of OTT. We are proud to be part of Sling TV as they lead the charge."

Local Now, a new ad-free channel from The Weather Channel provides current localized news, weather, sports and traffic updates on a five-minute loop, serving a vast majority of the U.S. population. Viewers can quickly and easily find the most relevant information to their region.

Available today on Amazon Fire TV, Fire TV Stick, Fire tablets, Android smartphones and tablets, Android TV platforms including Google's Nexus Player, current-generation Roku players and Roku TV models, Xbox One, Macs and PCs. Local Now will continue to roll out to additional Sling TV supported devices in the coming weeks.

For more information on Local Now, visit the [Sling TV blog](#).

## Sling TV Lineup

Sling TV's Best of Live TV includes more than 20 channels for \$20 per month. The package delivers ESPN, ESPN2, AMC, A&E, TNT, HISTORY, VICELAND, TBS, Food Network, HGTV, Travel Channel, IFC, El Rey, Adult Swim, Cartoon Network, Freeform, Disney Channel, CNN, Newsy, Bloomberg TV, Local Now, Flama, Lifetime and Galavisión. This package additionally features live access to WatchESPN, including ESPN3 and on-demand content. Customers can choose to customize their entertainment experience with the addition of HBO for \$15 per month and Cinemax for \$10 per month. Additional a la carte-like add-ons include Sports Extra, Hollywood Extra, Kids Extra, Lifestyle Extra, World News Extra, Broadcast Extra and Spanish language add-ons, Best of Spanish TV, Deportes Extra and Películas & Novelas Extra, each for \$5 per month.

## 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 on-demand programming. It is available on televisions, tablets, computers and smartphones. The Sling TV programming portfolio includes content from Disney/ESPN, HBO, AMC, A&E, Turner, Scripps, EPIX, The Weather Company and Univision. Sling Latino offers a suite of standalone and add-on Spanish-language programming packages tailored to English-dominant, bilingual and Spanish-dominant U.S. households. Sling International currently provides more than 200 channels in 19 languages across multiple devices to U.S. households. Sling TV is a next-generation service that meets the entertainment needs of today's contemporary viewers.

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