

# SLING TV NAMES BEN WEINBERGER SENIOR VICE PRESIDENT AND CHIEF PRODUCT OFFICER

ENGLEWOOD, Colo., Jun 1, 2015 --([BUSINESS WIRE](#))--Sling TV today announced that it appointed Ben Weinberger as senior vice president and chief product officer. Weinberger is the former co-founder and CEO of Digitalsmiths. In his new role, Weinberger will oversee Sling TV's product development and product management. He will report to Sling TV CEO, Roger Lynch.

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“Since Sling TV's arrival four months ago, we have added more than 40 domestic channels and thousands of hours of on-demand titles,” said Roger Lynch, CEO of Sling TV. “This influx of programming makes it increasingly important that our content discovery process connects consumers quickly and seamlessly to the sports, shows and movies they love. Ben's background makes him the ideal fit to lead our effort in creating a world class next-generation TV experience.”

While serving as CEO of Digitalsmiths, Weinberger helped pioneer the development of video discovery solutions that made it easier for consumers to find personally relevant programming at any time across multiple devices. The company's products were adopted by seven of the top ten pay-TV providers in the U.S. Weinberger and Lynch previously worked together for several years where Lynch served as a member of Digitalsmiths' board of directors.

“In joining Sling TV, I've gained the opportunity to lead a talented team whose entrepreneurial spirit will continue to redefine television,” said Ben Weinberger, senior vice president and chief product officer. “Sling TV is the future of television, and we are rapidly growing an organization that will shape how consumers view video entertainment for generations to come.”

Additionally, Weinberger serves on the board or advisory boards of Librestream, MediaShift, T3Media, the Southern Illinois University Alumni Association and Council for Entrepreneurial Development, a Durham, North Carolina nonprofit. Weinberger graduated with honors from Southern Illinois University.

## 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 Video-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, Univision and Maker Studios. Sling International currently provides close to 200 channels in 18 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. Visit <https://www.sling.com/>.

Follow @Sling on Twitter: <http://www.twitter.com/Sling> #TakeBackTV

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