

SLING TV LAUNCHES LIVE, OVER-THE-TOP SERVICE NATIONWIDE

Sling TV delivers the best of live TV, including ESPN, ESPN2, TNT, TBS, Food Network, HGTV, Cartoon Network, ABC Family and Disney Channel

Core package priced at \$20 per month; no long-term commitment, annual cable contract, credit check or hardware installation required

Supported devices at launch include current-generation Roku players, Roku TV models, Android, iOS, Mac and PC

Support for Amazon Fire TV and Fire TV Stick in the coming days

New sports channels introduced as part of \$5 per month 'Sports Extra' pack

WatchESPN access available at no additional cost to all Sling TV customers

Maker Studios' Polaris+ channel coming soon

ENGLEWOOD, Colo., Feb 9, 2015 --([BUSINESS WIRE](#))--Sling TV, announced at CES in January, today debuted its live, over-the-top television service to customers nationwide. The award-winning Sling TV delivers live sports, lifestyle, family, news and information channels, and Video-On-Demand entertainment to broadband-connected devices at home and on-the-go. Consumers can visit www.sling.com to sign up starting today.

“ We believe Sling TV is a game-changing service that enhances the existing television landscape. Now underserved audiences have access to the best of live TV at an affordable price. ”

“There has been a remarkable expression of consumer interest since we first announced Sling TV one month ago,” said Roger Lynch, CEO of Sling TV. “We believe Sling TV is a game-changing service that enhances the existing television landscape. Now underserved audiences have access to the best of live TV at an affordable price.”

Live TV for \$20 per month

After a free 7-day trial, Sling TV is priced at \$20 per month. The service requires no long-term commitment, annual cable contract, credit check or hardware installation, and customers can cancel online anytime.

Sling TV's “Best of Live TV” core package delivers ESPN, ESPN2, TNT, TBS, Food Network, HGTV, Travel Channel, Adult Swim, Cartoon Network, ABC Family, Disney Channel, CNN, El Rey and Galavision. This package additionally features access to WatchESPN and an array of Video-On-Demand entertainment. Customers can choose to tailor their entertainment experience with optional “Sports Extra,” “Kids Extra” and “News & Info Extra” add-on packs, each priced at \$5 per month.

Supported Sling TV devices

Customers can now watch live TV on the devices they already use to watch video – TVs, tablets, computers and smartphones. The Sling TV app is available on current-generation Roku players, Roku TV models, iOS, Android, Mac and PC, with support for Amazon Fire TV and Fire TV Stick in the coming days.

In the coming months, Sling TV is expected to launch on Google's Nexus Player, webOS Smart TVs from LG Electronics, select Samsung Smart TVs and Xbox One, with other streaming devices and smart TVs to follow.

“Sports Extra” pack introduces new channels

Sling TV is launching new sports channels in the “Sports Extra” add-on pack to complete the total ESPN experience. For an additional \$5 per month, customers can choose to supplement the “Best of Live TV” core package with the following “Sports Extra” channels: SEC Network, ESPNEWS, ESPNU, Universal Sports, Univision Deportes, beIN Sports, and college sports live cut-in and highlights networks ESPN Buzzer Beater, ESPN Bases Loaded and ESPN Goal Line. With this collection of programming, customers can watch live basketball, baseball and football, plus La Liga soccer with Real Madrid and FC Barcelona.

WatchESPN app access

Customers can use their Sling TV credentials to watch ESPN and ESPN2 on the WatchESPN app from Internet-connected devices. This is

available at no additional cost to all customers who subscribe to the “Best of Live TV” core package. Coming soon, Sling TV customers will also have access to ESPN3 – ESPN’s live multi-screen sports network – via the WatchESPN app.

Those who subscribe to the “Sports Extra” pack can also use WatchESPN to watch SEC Network, ESPNEWS, ESPNU and college sports live cut-in and highlights networks ESPN Buzzer Beater, ESPN Bases Loaded and ESPN Goal Line.

Maker Studios offering

In addition to live channels and VOD entertainment, Sling TV customers have access to content from Maker Studios, one of the largest online content networks. With a network of 55,000 independent creators attracting more than 10 billion views per month, Maker is home to many of the world’s leading online talent and award-winning original programs.

Available now is a Maker playlist featuring short-form videos from Maker’s vast library of content. Videos will be refreshed consistently to maintain new content.

Coming soon will be Maker’s Polaris+ channel featuring long-form original programming available in exclusive first-run on Sling TV. Polaris+ is an extension of Maker’s existing Polaris brand, the no. 1 online gaming network attracting more than three billion views every month. Polaris+ will be included in Sling TV’s “Best of Live TV” core package at no additional cost.

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 Disney/ESPN, AMC, Turner, Scripps, Univision and Maker Studios. Sling TV’s international OTT service (DishWorld) currently provides close to 200 channels in 16 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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