



October 22, 2014

## **DishLATINO Empowers Customers with Financial Advice from Expert Julie Stav**

- *Leading financial expert in the Hispanic community offers practical money and credit tips in new educational campaign*
- *Campaign designed to broaden understanding of credit, budgets in all aspects of customers' lives*

ENGLEWOOD, Colo.--(BUSINESS WIRE)-- DishLATINO will offer its subscribers financial advice and guidance from Julie Stav through a new educational campaign launched today. Stav, a leading financial expert in the Hispanic community, will be featured in a series of public service announcement ads created by DishLATINO, part of DISH Network L.L.C., a wholly owned subsidiary of DISH Network Corp. (NASDAQ: DISH) specifically for its customers. The campaign, a first of its kind for DishLATINO, aims to increase awareness among its Hispanic customers about personal financial management, highlighting the important role that credit plays in "opening doors" of opportunity in the United States.

"Empowering Hispanic consumers with information about their options makes them feel more confident about their financial management skills and opens up new possibilities. I'm thrilled to be working with DishLATINO, a brand that truly understands the challenges that Hispanics face when transitioning across cultures," Stav said. "Many Hispanics who are new to the United States are unaware of the cultural nuances related to financial management and credit. This isn't just about paying bills on time or balancing a checkbook, rather it's about practical money tips for families of all incomes to help plan for the future."

Stav is the go-to financial consultant for millions of Hispanics, author of best-selling books, and former host on the popular Univision news program, "Tu Dinero con Julie Stav." In a series of educational TV spots starting this week and available only to DishLATINO subscribers, Stav will offer her expert advice on a range of topics related to personal finance. In addition to providing general guidance on establishing credit, the ads notify customers of payment options available to help them meet their obligations, such as changing their billing date or transitioning to a more affordable package.

"At DishLATINO, we recognize that investing in our customers is good business - an educated customer is a better customer," said Alfredo Rodriguez, vice president of DishLATINO. "With Julie Stav at the forefront, our educational campaign will provide a wealth of financial tips that DishLATINO customers can apply to many aspects of their lives."

Rodriguez added that Stav has been an integral contributor to the development of the new financial education campaign as well as an advisor to the DishLATINO team on how to support its subscribers with educational resources. For more information on DishLATINO, visit <http://www.dishlatino.com>.

### **About DISH**

DISH Network Corporation (NASDAQ: DISH), through its subsidiaries, provides approximately 14.053 million pay-TV subscribers, as of June 30, 2014, with the highest quality programming and technology with the most choices at the best value. Subscribers enjoy a high definition line-up with more than 200 national HD channels, the most international channels, and award-winning HD and DVR technology. DISH Network Corporation is a Fortune 250 company. Visit <http://www.dish.com>.

### **About DishLATINO**

DishLATINO is the market-leading suite of English and Spanish language programming packages in the United States. It offers its customers more than 40 Spanish-language news, entertainment, and sports channels in combination with DISH's broad English-language programming lineup of more than 200 channels. DishLATINO customers can receive the Hopper, the industry's most awarded DVR, and take advantage of in-language customer service as well as payment options such as FlexTV, a no-term contract, prepaid pay-TV product.

DISH  
Jenna McMullin, 303-723-1695  
[jenna.mcmullin@dish.com](mailto:jenna.mcmullin@dish.com)  
@DISHnews

Source: DISH Network

News Provided by Acquire Media