



PRESS RELEASE

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Blockbuster Acquires Retail Software Developer Business of Alpha Bay

Denver CO, July 18, 2012 – Blockbuster, a subsidiary of DISH Network Corporation (NASDAQ: DISH), today announced it has acquired the assets of retail software provider Alpha Bay Corporation. The terms of the deal were not disclosed.

Alpha Bay specializes in software and services that deliver cloud-based mobile point-of-service (POS), inventory management, customer loyalty and business intelligence capabilities to the retail industry. The company's platform operates in real-time, giving retailers decision support at any point in the business cycle.

Blockbuster will be using the Alpha Bay platform to improve in-store customer service, enhance inventory management, and deliver innovative promotional programs to Blockbuster's retail guests.

In addition to outfitting the nearly 900 Blockbuster stores nationwide, the newly acquired Alpha Bay business will continue to market its enterprise systems beyond Blockbuster's retail operation.

"A key element of the Alpha Bay solution is mobile functionality that will allow Blockbuster's in-store employees to move out from behind the counter," said Jack Blount, chairman and founder of Alpha Bay. "Mobile checkout combined with Blockbuster's ability to deliver individualized promotions will revolutionize the company's retail experience."

"Alpha Bay promises flexible deployment and gives Blockbuster a new level of customer service and visibility at the store level and across the enterprise," said Michael Kelly, president of Blockbuster. "Plus, emphasis on in-store mobility gives Blockbuster and our partners the ability to deliver a powerful transactional experience to customers."

Alpha Bay's cloud-based approach gives customers a standards-based, real-time, mobile-commerce oriented retail-computing platform that offers a seamless, transparent upgrade path and the flexibility to integrate with legacy retail systems.

About Blockbuster

Blockbuster L.L.C. is a subsidiary of DISH Network Corporation (NASDAQ: DISH), leading the movie and game industry in digital and disc rentals and sales. Blockbuster provides convenient access to family entertainment through a variety of channels — by mail via www.blockbuster.com, in almost 900 stores across the U.S., via digital movie downloads using a PC, Blu-ray player, connected TV or portable device, and via Blockbuster @Home through DISH Network - making it easy and convenient to access family entertainment. Blockbuster offers games for all major gaming devices, including Nintendo DS, Nintendo 3DS, PS2, PS3, PSP, Wii, Xbox and Xbox 360. Focused on ease and convenience, it's no wonder that Blockbuster serves millions of customers nationally and internationally. For more information please visit our website at www.blockbuster.com.

About Alpha Bay

Alpha Bay is a global technologies and services provider, delivering innovative C3 Customer Centric Computingsm and mobile solutions. The AIRS[®] suite of applications and services gives retailers real-time BI, perpetual inventory, mobile POS, personal kiosks, and is supported through a unique Hybrid ISsm platform that incorporates SaaS/Cloud infrastructure and service. To see how Alpha Bay's C3 Customer Centric Computing can improve customer satisfaction and loyalty while saving you 50% in IT costs in 12 months. Alpha Bay is a leader in m-commerce solutions for retailers.