

**Media Alert**  
For Immediate Release



## **South Asian Kids TV Channel to Launch Exclusively On DISH Network this Summer**

Toronto, Canada, July 30th, 2014 – Halla Bol! Kids TV will become the first channel in the Hindi-language kids category on DISH Network this summer. Halla Bol! Kids TV, part of Channel Zero World Media, will soon be exclusively available to DISH World subscribers as well as to DISH satellite-TV subscribers. DISH Network L.L.C. is a wholly owned subsidiary of DISH Network Corporation (NASDAQ: DISH).

Halla Bol! showcases the world's best-in-class programs in Hindi, Punjabi and Urdu. Halla Bol's programming primarily caters to children 2 to 10 years old, but its multi-genre schedule provides appeal for the entire family.

"We're very pleased that DISH is bringing Halla Bol! to families across the United States," said Ron Maitra, managing director, Channel Zero World Media. "The launch of this channel meets the specific demands of South Asian families living in North America who want their children to grow up connected to their heritage, and DISH is the first and only distributor to offer this unique channel as part of its ethnic programming line-up."

The channel features programming such as *Galli Galli Sim Sim* – the Hindi language adaptation of the American children's television series *Sesame Street* – *Amar Chitra Katha*, *The New Adventures of Hanuman* and an extensive library of children's films. Halla Bol! also offers mainstream shows watched by millions of kids around the world, including top international properties such as *Harry and His Bucket Full of Dinosaurs*, *Meteor And Mighty Monster Trucks*, *Johnny Test*, and *World Of Q*.

For more information, please visit [www.hallabol.ca](http://www.hallabol.ca) and [www.dish.com](http://www.dish.com).

 [www.facebook.com/hallabolTV](http://www.facebook.com/hallabolTV)

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### **About DISH**

DISH Network Corporation (NASDAQ: DISH), through its subsidiaries, provides approximately 14.097 million pay-TV subscribers, as of March 31, 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 200 company. Visit [www.dish.com](http://www.dish.com).

### **About Channel Zero Inc.**

Channel Zero is an independent Canadian media company that owns over-the-air channel CHCH Ontario and a growing bouquet of specialty channels including Rewind, Silver Screen Classics and Fight Now! TV – the first 24/7 combat sports channel to air in the U.S. The company is parent to Channel Zero Digital, which owns popular sites Andpop and ChartAttack, and the digital companions of its broadcast brands. Channel Zero World Media operates Bollywood Times, Mehndi TV and Halla Bol – Canada’s first South Asian HD TV channels. Channel Zero also operates Ouat Media, an Academy Award® winning film sales and distribution company. For more information, please visit [www.tvchannelzero.com](http://www.tvchannelzero.com).