



UP, AMERICA'S CHRISTMAS CHANNEL, TEAMS WITH DISH ON HOLIDAY CAMPAIGN

Initiatives for the DISH Perks Program Include Free Previews, Sweepstakes, a Heartland Package Campaign and a Channel 102 Sneak Preview

ATLANTA – December 10, 2013 – UP, America's Christmas Channel and favorite channel for uplifting entertainment, is partnering with DISH on a variety of holiday initiatives for DISH Perks, the distributor's exclusive customer program.

A free preview of UP will be available to all DISH customers from December 5-31 on channel 188, enabling DISH customers to enjoy uplifting original and premiere movies, music specials, UP's Top Secret Santa Patrol campaign vignettes and more – all part of the network's 400+ hours of Christmas programming.

In addition, UP will be one of the feature sponsors on DISH's annual 25 Days of DISHmas holiday campaign that highlights holiday programming and music from partner networks. 25 Days of DISHmas encompasses on-air, online and print elements, including a daily sweepstakes giveaway and interactive calendar packed with holiday programs including show descriptions, images and clips. UP is sponsoring

the week of December 1-7, and December 22-25 by giving away daily prizes. More information about the 25 Days of DISHmas campaign can be found at dishperks.com/25days.

UP is also offering a sneak peek of America's Christmas Channel programming on Channel 102 featuring highlights from the UP Original and Premiere movies, *Silver Bells* (Bruce Boxleitner, Antonio Fargas), *Guess Who's Coming to Christmas* (Drew Lachey, MacKenzie Porter), *Marry Me for Christmas* (Malinda Williams, Carl Payne, Brad James, Victoria Rowell) and other uplifting Christmas entertainment.

"We are extremely pleased to support DISH with these holiday initiatives that encourage family viewing by highlighting our uplifting programming slate," said Wendy McCoy, SVP of Marketing, UP.

The Top Secret Santa Patrol, an offshoot of UP's "Uplift Someone" pro-social initiative, seeks to demonstrate the true spirit of Christmas by spreading Christmas cheer to families in need and inspiring others to do the same. The Patrol's surprise gift-giving visits will air as vignettes throughout December.

UP will be one of the highlighted networks in DISH's Heartland Package holiday campaign to increase awareness of the DISH Heartland Package via cross-channel, print and retail kits. UP is offered in DISH's Heartland Package and is also available in America's Top 200 on Channel 188.

About UP

UP, America's favorite network for uplifting entertainment is a 24-hour television network that provides high-quality, diverse, family-friendly programming, including original and premiere movies, theatricals, drama and comedy series, music and holiday specials. UP can be seen in more than 65 million homes in high definition (HD) and standard definition (SD) on cable systems including Comcast, Time Warner Cable, Bright House Networks, Charter and Cox Communications as well as DIRECTV (Channel 338), DISH Network (Channel 188) and Verizon FIOS (Channel 224). As part of its mission to entertain and uplift, the network's pro-social initiative "Uplift Someone" reminds and inspires people to do simple acts of kindness. UP is also a service provider to its sister network, ASPIRE. Based in Atlanta, UP is a division of UP Entertainment, LLC, which also offers gMovies, the first faith-friendly streaming movie service. Follow UP on the Web at www.UPtv.com, on Facebook at <https://www.facebook.com/UPtv>, Twitter on [@UPtv](https://twitter.com/UPtv) and Instagram at [UP_TV](https://www.instagram.com/UP_TV).

MEDIA CONTACTS

Chelsye J. Burrows
770.692.4559
cburrows@UPtv.com

David Gardner
770.692.9939
dgardner@UPtv.com

Mark Braff
201-612-0707
mbraff@braffcommunications.com

