## Sam Sindha Joins DISH Wireless to Lead Channel Sales and Distribution for Boost Mobile

**LITTLETON, Colo. – Jan. 3, 2024 –** DISH Wireless has named Sam Sindha as SVP of Channel Sales and Distribution for Boost Mobile. Sindha will lead channel sales strategy and operations, which includes a retail partner network of over 5,500 retail locations. Sam will be charged with expanding and maximizing Boost Mobile's relationship with its local dealer partners and the brand's presence in the local communities it serves.

"Sam is joining DISH Wireless at an important moment in our evolution as we look to refine our retail wireless offerings and solidify ourselves as the fourth nationwide carrier in the U.S.," said Michael Kelly, group president of Retail Wireless, DISH. "His proven sales and operational leadership, and ability to grow and optimize retail wireless businesses, is a key addition to the team."

Sam Sindha is a driven leader who brings over 30 years of experience in wireless and telecommunications sales and consumer electronics. Before joining DISH, Sam spent 15 years at T-Mobile where he most recently led the Sales and Operations organization, setting sales and operations strategies that drove monumental revenue growth and increased customer service satisfaction, earning top customer care ratings for seven consecutive years.

"Joining the Boost retail wireless team offers the opportunity to work across a dynamic business that is bringing competition to the wireless market and driving greater value for customers," said Sindha. "With the Boost Wireless Network now available to Boost customers, this is a great time to drive profitable growth, provide a better framework for our retail dealers and increase alignment across the wider retail wireless business."

Sean Lee, previously the head of Indirect and Direct Sales of Boost Mobile, will assume the responsibility of SVP of Consumer Sales and Marketing for Boost Mobile. In his new role, Sean will oversee Boost Mobile Marketing and Merchandising for direct and indirect retail, National Retail and Boost Mobile strategic initiatives. Sean's experiences and knowledge will continue to help elevate Boost Mobile by expanding his leadership and influence to broader parts of the overall retail wireless strategy and business.

**About DISH Wireless**
DISH Wireless, a subsidiary of EchoStar Corporation (NASDAQ: SATS), is changing the way the world communicates with the Boost Wireless Network. In 2020, the company became a nationwide U.S. wireless carrier through the acquisition of Boost Mobile. The company continues to innovate in wireless, building the nation's first virtualized, O-RAN 5G broadband network, and is inclusive of the Boost Infinite, Boost Mobile and Gen Mobile wireless brands.

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