

# DISH Network Adds Top-Rated Indian Channel to International Programming Line-Up

EchoStar Communications Corporation (NASDAQ: DISH) announced today that its DISH Network™ satellite television service has added Indian channel Zee Gujarati to its international programming lineup. This launch brings to 20 the total number of South Asian channels currently available on DISH Network and reinforces its efforts to offer the most comprehensive international programming and content. DISH Network offers more than 100 international channels from over 25 countries in more than 25 languages, including Arabic, Farsi, Portuguese, Mandarin, Japanese, Polish and Russian.

"By adding Zee Gujarati, we are now able to provide this top quality channel from the state of Gujarat in northern India," said Tracy Thompson, EchoStar's vice president of International Programming. "Customers can now enjoy Gujarati programming in their native language. No other pay-TV company can match DISH Network's extensive South Asian programming offerings, which now include 20 channels in 8 different regional languages." Broadcast from Noida, India, Zee Gujarati is positioned as wholesome family "infotainment" - a community channel for Gujaratis anywhere in the world. It provides a platform to promote and preserve Gujarati culture. Zee Gujarati showcases a mix of classic and contemporary programming, including current affairs and festival-based programs such as "Navratri" and "Garba." It also provides a forum for Gujarat residents to display their talent in art, music, literature, dance, theater and handicrafts.

"ZEE Network provides the most comprehensive range of South Asian programming in the world," said Dheeraj Kapuria, ZEE's President of International Operations. "The launch of this channel is further evidence of ZEE's commitment to the South Asian community in the United States." Customers can subscribe to Zee Gujarati for only \$14.99 per month on an "a la carte" basis. Zee Gujarati will be broadcast on channel 623 at the 61.5° and 148° orbital locations and at channel 809 at the 121° orbital location.

DISH Network existing customers will receive a free preview of Zee Gujarati on channel 574 at the 61.5° and 148° orbital locations through July 7, 2005. Customers at the 121° orbital location can enjoy the free preview on channel 809 through July 21, 2005.

Customers can contact 1-800-333-DISH (3474) or their local retailer for more information on how to subscribe to any of these packages. To learn more about DISH Network's international programming offers, customers can visit [www.dishnetwork.com](http://www.dishnetwork.com) or [www.ZEEtvusa.com](http://www.ZEEtvusa.com) for ZEE Network information.

## About EchoStar Communications Corporation

EchoStar Communications Corporation (NASDAQ: DISH) serves more than 11.2 million satellite TV customers through its DISH Network™, the fastest growing U.S. provider of advanced digital television services in the last five years. DISH Network offers hundreds of video and audio channels, Interactive TV, HDTV, sports and international programming, together with professional installation and 24-hour customer service. J.D. Power and Associates ranks DISH Network No. 1 in Customer Satisfaction among

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Cable/Satellite TV Subscribers. Visit EchoStar's DISH Network at [www.dishnetwork.com](http://www.dishnetwork.com) or call 1-800-333-DISH (3474).

### **About ZEE Network and ZEE TV USA**

The ZEE Network is the largest vertically integrated media company in the South Asian sphere. It has the widest range of programming in all genres and multiple languages of interest to South Asians. It is the largest South Asian media company in the U.S. as well. It launched its flagship channel, ZEE TV in 1998 and the first 24-hour South Asian movie channel, ZEE CINEMA in December 1999.

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