

SBC Communications, EchoStar Reach New Strategic Pact

Agreement Provides Strong Motivation to Drive Co-Branded Subscriber Growth

SBC Communications Inc. (NYSE: SBC) and EchoStar Communications Corporation (NASDAQ: DISH) today announced an extension to their strategic agreement to continue marketing the co-branded SBC | DISH Network satellite television services. The extension builds on a July 2003 agreement that created the co-branded satellite TV service. The companies will operate the service along a more traditional sales agency approach that provides strong motivation to drive subscriber growth.

The companies plan to implement operational changes to the service in early October, but the change will be transparent to customers. Both new and existing SBC | DISH Network customers will continue to have a single point of contact and single monthly SBC bill, and will still qualify for bundled discounts. SBC representatives will continue to process SBC | DISH Network customer orders and schedule service installation, and customer care will be handled as it is today.

"The new structure strengthens our strategic alliance, delivering benefits for both EchoStar and SBC companies," said George Contopoulos, SBC senior vice president, SBC | DISH Network. "We're now better positioned to provide SBC | DISH Network to our customers, delivering a complete bundle when combined with SBC voice and data services."

"We are pleased that SBC companies recognize the ongoing value of providing the SBC | DISH Network service to its customers," said Michael Neuman, president of EchoStar. "We believe the strategic partnership remains strong, and we look forward to continued success in the effort to spread the word about Better TV for All through DISH Network's satellite TV."

SBC Communications Inc. is a Fortune 50 company whose subsidiaries, operating under the SBC brand, provide a full range of voice, data, networking, e-business, directory publishing and advertising, and related services to businesses, consumers and other telecommunications providers. SBC holds a 60 percent ownership interest in Cingular Wireless, which serves 51.6 million wireless customers. SBC companies provide high-speed DSL Internet access lines to more American consumers than any other provider and are among the nation's leading providers of Internet services. SBC companies also offer satellite TV service. Additional information about SBC and SBC products and services is available at www.sbc.com.

About EchoStar Communications Corporation

EchoStar Communications Corporation (NASDAQ: DISH) serves more than 11.4 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. Visit EchoStar's DISH Network at www.dishnetwork.com or call 1-800-333-DISH (3474).

SBC Cautionary Language Concerning Forward-Looking Statements

“We believe the strategic partnership remains strong, and we look forward to continued success in the effort to spread the word about Better TV for All through DISH Network's satellite TV.”

Information set forth in this news release contains financial estimates and other forward-looking statements that are subject to risks and uncertainties, and actual results may differ materially. A discussion of factors that may affect future results is contained in SBC's filings with the Securities and Exchange Commission. SBC disclaims any obligation to update or revise statements contained in this news release based on new information or otherwise.

Safe Harbor Statement Under the Private Securities Litigation Reform Act of 1995

Except for historical information contained herein, the matters set forth in this press release are forward-looking statements. The forward-looking statements set forth above involve a number of risks and uncertainties that could cause actual results to differ materially from any such statement, including the risks and uncertainties discussed in EchoStar Communications Corporation's Disclosure Regarding Forward-Looking Statements included in its recent filings, including Forms 10-K and 10-Q, with the Securities and Exchange Commission. The forward-looking statements speak only as of the date made, and EchoStar Communications Corporation undertakes no obligation to update these forward-looking statements.

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