

# DISH Network First To Deliver ESPN Deportes Nationwide

## *Launch Pegged to NFL Telecast from Mexico Sunday*

ESPN Deportes, the 24-hour Spanish-language sports network, will be available for the first time nationwide Sept. 30 via EchoStar Communications Corporation's (NASDAQ: DISH) DISH Network satellite TV service. The launch of ESPN Deportes will coincide with the network's telecast of the first NFL regular-season game held outside the United States – Arizona Cardinals vs. San Francisco 49ers – Sunday, Oct. 2 at 8:30 p.m. ET from Estadio Azteca in Mexico City. ESPN Deportes will be available on DISH NETWORK channel 854 to viewers who subscribe to the DISH Latino channel package.

"The launch of ESPN Deportes gives our Hispanic sports fans the content they crave from ESPN, while reinforcing DISH Network's commitment to provide the most compelling content available to our subscribers," said Eric Sahl, senior vice president of Programming for DISH Network.

"We are pleased that DISH Network subscribers now have the opportunity to see ESPN Deportes and its incredible line-up of Spanish-language sports programming," said Lino Garcia, general manager of ESPN Deportes. "ESPN Deportes demonstrates our commitment to serving Hispanic sports fans with culturally relevant content, and this is a great step forward to making the network accessible to viewers nationwide."

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Former NFL kicker Raul Allegre will return to his native country to provide analysis on the telecast. He will be joined by Alvaro Martin, one of ESPN's most experienced commentators. John Sutcliffe and Georgina Ruiz Sandoval will serve as sideline reporters. ESPN Deportes' telecast team will also be joined by Fernando Von Rossum, one of Mexico's most respected announcers. He has served as an NFL announcer in Mexico for more than 30 years.

## **ESPN Deportes Programming Highlights**

**UEFA Champions League:** Europe's most important soccer club team championship featuring the top clubs from across the continent.

**2006 World Cup Qualifiers:** A series of World Cup 2006 qualifying matches featuring top European national teams including Italy, Portugal, Holland and England.

**Dominican Baseball League:** Exclusive telecast of the entire schedule of regular season games, plus playoffs and the final championship series.

**MLB:** Exclusive, national Spanish-language coverage of Sunday, Monday and Wednesday night games.

**NBA:** More than 60 regular season games, as well as exclusive Spanish-language coverage of the playoffs through to the conference finals.

NFL: Exclusive Spanish-language coverage of Sunday Night Football and the Pro Bowl.

Liga Mexicana del Pacífico: Exclusive coverage of Mexico's prestigious winter baseball league.

Liga Mexicana de Béisbol: Exclusive telecast rights to the entire schedule of regular season games, plus playoffs and the final championship series.

Boxeo de Campeones: Weekly boxing series featuring up-and-coming Latin boxers.

Tennis: Top tournaments including Grand Slam action from Wimbledon and the French Open, as well as coverage of the Tennis Masters Series.

PGA Tour: The top players battling it out on the most prestigious golf tour in the world.

### **News, Information and Studio Programming**

SportsCenter: A completely original version of SportsCenter, all in Spanish, tailored to the interests of the U.S. Hispanic sports fan.

Fútbol Picante: A live talk show focused on the world of Mexican soccer, featuring legend Daniel Brailovsky.

Cronómetro: ESPN Deportes sports news, information and debate program modeled after ESPN's critically acclaimed Pardon the Interruption.

Béisbol Esta Noche: ESPN Deportes baseball news, highlights and analysis program modeled after ESPN's Emmy Award-winning Baseball Tonight.

Fuera de Juego: International soccer roundtable discussion show, featuring World Cup legend Mario Kempes.

NFL Semanal: Studio program with highlights, analysis, features and predictions featuring Super Bowl-winning kicker Raul Allegre.

ESPN Perfiles: The network's signature monthly magazine show that provides an in-depth look into the lives of Latin American sports stars.

RPM Semanal: Motor sports program with highlights, interviews and insider news with an emphasis on Latino drivers.

ESPN Deportes affiliates serve many of the largest U.S. Hispanic markets including Los Angeles, New York, Miami-Ft. Lauderdale, Houston, Chicago, Dallas-Ft. Worth, San Antonio, San Francisco, Phoenix, San Diego and Denver. The network is also available in Puerto Rico.

### **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](http://www.dishnetwork.com) or call 1-800-333-DISH (3474).

### **About ESPN Inc.**

ESPN, Inc. is the world's leading multinational, multimedia sports entertainment company featuring a portfolio of over 50 multimedia sports assets. The company is comprised of seven domestic television networks (ESPN, ESPN2, ESPN Classic, ESPNEWS, ESPN Deportes, ESPNU, ESPN Today), ESPN and ESPN2 HD simulcast services, ESPN Regional Television, ESPN International (networks, syndication, radio, web sites), ESPN Radio, ESPN.com, ESPN The Magazine, SportsTicker, ESPN Enterprises, ESPN Zones (sports-themed restaurants), and other growing new businesses including ESPN360 (Broadband), ESPN Mobile, ESPN on Demand, ESPN Interactive and ESPN PPV. Based in Bristol, Ct., ESPN is 80 percent owned by ABC, Inc., which is an indirect subsidiary of The Walt Disney Company. The Hearst Corporation holds a 20 percent interest in ESPN.

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