

DISH Network Forges Agreement with Nielsen Media Research

EchoStar Communications Corporation (NASDAQ: DISH) and its DISH Network satellite TV service today announced that it has signed an agreement with Nielsen Media Research for national TV ratings service.

Nielsen, the leading provider of television and audience measurement services, measures the viewing habits of TV homes including DISH Network's estimated 11.4 million customers. The deal will allow DISH Network to use Nielsen Media Research data for marketing, programming and sales research purposes. DISH Network can use the data from Nielsen to guarantee advertisers a specific number of viewers for their advertisements.

"We're committed to delivering an accountable platform for advertisers," said Susan Arnold, vice president of Programming for DISH Network. "This agreement, which allows DISH Network to measure its audience with the same system used by broadcast networks, is just a first step for us."

"We are thrilled to have this new relationship with DISH Network, and that DISH Network recognizes how important audience measurement and research is to their advertisers," said Sara Erichson, general manager of national services for Nielsen Media Research.

Turner Advertising Group, a third party advertising agent for DISH Network, will continue to represent DISH Network's advertising sales initiatives using the new data provided by Nielsen.

"Nielsen's data about DISH Network viewers should be welcome news to advertisers," said Patrick Ivers, president of Turner Advertising Group. "It makes advertisers aware of what they are getting for their money in both traditional advertising and emerging media such as interactive TV."

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).

About Nielsen Media Research

Nielsen Media Research is the world's leading provider of television audience measurement and advertising information services. In the United States, Nielsen's National People Meter service provides audience estimates for all national program sources, including broadcast networks, Spanish language networks, and national syndicators. Local ratings estimates are produced in each of the 210 television markets in the U.S., including electronic metered service in 56 markets. Nielsen Media Research is part of VNU Media Measurement & Information, a global leader in information services for the media and entertainment industries. VNU is active in more than 100 countries, with headquarters in Haarlem, the Netherlands and New York, USA. VNU is listed on the Euronext Amsterdam (ASE: VNU) stock exchange. For more information, please visit the VNU website at www.vnu.com.

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