B4U Global Music Channel Now Available On DISH Network Satellite TV Service

EchoStar Communications Corporation (NASDAQ: DISH) announced today that its DISH Network™ satellite television service now offers B4U Music, a 24-hour global music TV channel.

The channel features the biggest musical hits from the latest Bollywood movies and Bollywood music charts as well as dance hits from the United States and Europe's South Asian music scene. B4U Music also features exclusive star interviews from India and interactive request shows.

"DISH Network offers the best of Bollywood programming," said Tracy Thompson, vice president of Programming for DISH Network. "B4U Music is a terrific addition for our customers who enjoy our Bollywood programming as well as for our South Asian subscribers who are looking for music hits from their native country."

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"B4U Music has successfully fulfilled the desire in UK's South Asian Community for a hip and funky South Asian music channel," said Hari Srinivas, country head of B4U USA. "We are confident of replicating this successful formula in the U.S. with B4U Music's launch on DISH Network."

"Our commitment to both EchoStar and DISH Network viewers has been further strengthened with the addition of B4U Music," said Sunil Rohra, Global CEO of B4U TV Network.

B4U Music is available at no additional cost to DISH Network customers who subscribe to B4U a la carte, Mega Pack or Jumbo Packs. Customers can purchase B4U Music separately for $2.99 a month when they subscribe to America's Top 60 or above, DISH Latino or above, Great Wall TV Package or any South Asian, Urdu, Russian or Arabic channel or package.

Customers with a dish antenna pointed at the 61.5-degree, 148-degree or 121-degree orbital locations will see a free preview of B4U Music until Nov. 16.

Customers must subscribe to a qualifying basic programming package or be charged a $5.00 per month Service Access Fee. An additional dish antenna or single SuperDISH antenna is required to receive basic and international programming.

With more than 110 international channels in more than 25 languages such as Arabic, Polish, Italian, Hebrew, Chinese, Portuguese and Japanese, DISH Network is the leader in international TV programming.

Customers can contact DISH Network at 1-800-333-DISH (3474) or 1-888-887-7264 (South Asian), or their local retailer for more information on how to subscribe to DISH Network. To learn more about DISH Network's international programming offers, visit www.dishnetwork.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).

About B4U TV

B4U is one of the worlds leading Bollywood television networks. The group was incorporated in 1999 and launched B4U Music and B4U Movies simultaneously in UK. The channels received an overwhelming response and the company went on to expand its operations in the US & UAE, before launching in India in May 2000. Within a short span of two years, B4U managed to spread its broadcasting wings globally and at present is available on more than eight different satellites and in more than 100 countries including the U.S., Canada, UK, Europe, Middle East, Africa, Mauritius, and India.

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