

# DISH Network(TM) Expands High Definition Programming Lineup to 30 Channels; Food Network HD Now Available to DISH Network Customers

ENGLEWOOD, Colo. & NEW YORK--([BUSINESS WIRE](#))--Aug. 17, 2006--EchoStar Communications Corporation (Nasdaq:DISH) and its DISH Network(TM) satellite TV service today announced the launch of Food Network HD. This addition brings DISH Network's total national HD channel lineup to 30 channels -- the most comprehensive in the pay-TV industry.

As the first national provider of Food Network HD, DISH Network now offers subscribers their favorite Food Network programs such as "Boy Meets Grill," "Everyday Italian" and more in dazzling high definition.

"The addition of Food Network HD helps further compliment our industry-leading lineup of high definition programming," said Eric Sahl, senior vice president of Programming for DISH Network. "DISH Network offers twice as many national HD channels as most other providers, allowing customers to enjoy a better TV watching experience."

"Watching colorful personalities at work in the kitchen such as Bobby Flay and Giada De Laurentiis in high definition takes cooking to a whole new level," said John Baird, executive vice president for affiliate sales and marketing for Scripps Networks, the parent company of Food Network. "Food should be experienced like this in HD, and DISH Network is helping us to deliver this experience to viewers across the country."

Food Network HD is located on DISH Network Channel 9462 and is available to customers who subscribe to the DishHD Bronze programming package (\$29.99 for 10 months) or above. DISH Network's DishHD packages offer customers more than 200 hours a day of HD content from the nation's top programmers.

New DISH Network subscribers will also receive free standard professional installation in up to four rooms, a free DVR or HD receiver upgrade and no equipment to buy, and a choice of premium movie package free for three months (HBO, Showtime, Starz or Cinemax).

For more information about DISH Network and the DishHD programming packages, call 800-333-DISH (3474), visit [www.dishnetwork.com](http://www.dishnetwork.com), or visit your local DISH Network retailer.

## About EchoStar Communications

EchoStar Communications Corporation (NASDAQ:DISH) serves more than 12.46 million satellite TV customers through its DISH Network(TM), 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 800-333-DISH (3474).

## About Food Network

Food Network ([www.foodnetwork.com](http://www.foodnetwork.com)) is a unique lifestyle network and website that strives to surprise and engage its viewers with likable hosts, personalities, and the variety of things they do with food. The network is committed to exploring new, different, and interesting ways to approach food -- through pop culture, adventure, and travel -- while also expanding its repertoire of technique-based information. Distributed to

“Food should be experienced like this in HD, and DISH Network is helping us to deliver this experience to viewers across the country.”

more than 85 million U.S. households, Food Network ranks first among ad-supported cable networks on year-to-year subscriber growth and first among food-related websites. With headquarters in New York City and offices in Atlanta, Los Angeles, Chicago, Detroit and Knoxville, Food Network can be seen internationally in Canada, Australia, Korea, Thailand, Singapore, the Philippines, Monaco, Andorra, Africa, France, and the French-speaking territories in the Caribbean and Polynesia. The E.W. Scripps Company (NYSE:SSP) also owns and operates HGTV (hgtv.com), DIY Network, FINE LIVING TV Network and Great American Country (GAC).

## Contact:

DISH Network

Kevin Hubbard, 720-514-5351

[kevin.hubbard@echostar.com](mailto:kevin.hubbard@echostar.com)

or

Scripps Networks

Susan Robertson, 865-560-4316

[srobertson@scrippsnetworks.com](mailto:srobertson@scrippsnetworks.com)

---