EchoStar Introduces New Digital-to-Analog Converter Boxes

Distributed Under EchoStar and Sling Media Brands

EchoStar Holding Corporation (Nasdaq:SATS) today announced its plans to offer two new digital-to-analog converter boxes. The boxes will be distributed in anticipation of the Federal Communications Commission's requirement that all full-power broadcasters cease the transmission of their analog signal by Feb. 17, 2009.

EchoStar's TR-40 over-the-air, digital-to-analog converter allows analog TVs to receive digital over-the-air broadcasts and comes with an onscreen setup wizard for easy installation. Other features include up to a seven-day electronic programming guide (EPG), program search, parental locks and VCR auto-tune timers. The box will be sold under both the EchoStar and Sling Media, Inc. brand names for $39.99 at retail, and can be purchased via the National Telecommunications and Information Administration's Digital-to-Analog Converter Box Coupon Program. The program provides U.S. households with up to two coupons, worth $40 each, toward the purchase of eligible digital-to-analog converter boxes, which includes the TR-40.
Visit www.dtv2009.gov for more details.

EchoStar will also offer the TR-50 DVR digital-to-analog converter box that includes a digital video recorder, allowing customers to view, record and play back local over-the-air analog and digital broadcasts, including high definition. The TR-50 DVR offers all of the TR-40 features, plus closed captioning, reminder pop-ups for pre-selected programming, simultaneous output from HD and SD connections, as well as Ethernet, modem and USB connections to support additional functionality. Pricing for the TR-50 DVR will be established in the coming months.

> “Our new TR-40 and TR-50 DVR digital-to-analog converter boxes leverage the award-winning technology we put into our suite of receivers, and will provide analog TV owners a TV viewing experience not unlike that offered by digital TV sets.”

The TR-40 will be available in June or July of this year. The TR-50 DVR will be available in July.

"While DISH Network has always offered 100 percent digital programming, we know there are still a lot of consumers who have analog TV sets and want to ensure they can continue to watch their favorite over-the-air programming without interruption," said Mark Jackson, president of EchoStar Holding Corporation. "Our new TR-40 and TR-50 DVR digital-to-analog converter boxes leverage the award-winning technology we put into our suite of receivers, and will provide analog TV owners a TV viewing experience not unlike that offered by digital TV sets."

Both boxes will be available for demonstration at the 2008 Consumer Electronics Show in the DISH Network booth #9021, located in the Las Vegas Convention Center's main hall.

The Sling Media booth is #73106 at the Sands Convention Center.

About EchoStar Holding Corporation

EchoStar Holding Corporation (Nasdaq:SATS) is a publicly traded company that spans 25 years of superior technology in innovative software, DVR, connectivity, end-to-end systems, place shifting and volume pricing. EchoStar Holding Corporation operates two primary businesses: a digital set-top box business and a fixed satellite services business. The set-top box business designs, develops and distributes set-top boxes and related products for direct-to-home satellite service providers, including Sling Media. The fixed satellite services business is comprised of nine owned or leased in-orbit satellites and related FCC licenses, a network of seven full-service digital broadcast centers, and leased fiber optic capacity with points of presence in approximately 150 cities. Visit www.echostar.com for more information.

About Sling Media

Sling Media, Inc., a wholly owned subsidiary of EchoStar Holding Corporation (Nasdaq:SATS), is the world's leading digital lifestyle company offering consumer services and products that are a natural extension of today's digital way of life. Sling Media's product family includes the internationally acclaimed, Emmy award-winning Slingbox™ that allows consumers to watch and control their living room television shows at any time, from any location, using PCs, Macs, PDAs, and smartphones. For more information on Sling Media or the Slingbox, visit www.slingmedia.com.

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