Ultimate Electronics Inks Deal with DISH Network

Retailer Connects Consumers with Provider of Nation's Largest HD Programming Lineup

Ultimate Electronics, the leader in home and car entertainment, has signed an agreement with EchoStar Communications Corporation (NASDAQ: DISH) to offer DISH Network® satellite TV products and services in all 32 Ultimate Electronics superstores throughout Arizona, Colorado, Illinois, Kansas, Minnesota, Missouri, Nevada, New Mexico and Oklahoma.

"We are partnering with DISH Network because it is a natural fit with our current business model of offering the largest selection of high-definition televisions," said David Smith, Ultimate Electronics' senior vice president of marketing. "This agreement makes Ultimate Electronics a one-stop-shop for all high-definition television needs."

"Ultimate Electronics' unique blend of quality- and value-conscious consumers is a perfect fit for DISH Network."

"As we continue to expand our suite of high-definition programming as we have done for the past two years, it becomes increasingly important to gain access to the consumers who will not only be purchasing HDTVs, but also who will be searching for the most comprehensive HD programming in the marketplace," said Nicholas Jessen, director of sales for EchoStar Communications Corporation. "Ultimate Electronics' unique blend of quality- and value-conscious consumers is a perfect fit for DISH Network."

As the leader in HD programming, DISH Network offers 75 HD channels – the most offered by any pay-TV provider in the United States – and is home to the best sports and movies in HD. Through Jan. 31, 2008, DishHD is available free for six months to new customers with an 18-month commitment, and new DISH Network subscribers may also receive a free upgrade to the company's industry-leading and award-winning HD DVR receivers.

Keeping with Ultimate Electronics' commitment to offering the largest selection and widest breadth of prices of consumer electronics and HDTVs, Ultimate Electronics will also offer a full suite of DISH Network award-winning DVR and HD receivers, entertainment packages and accessories, including home installation options to maximize the home entertainment experience.

About EchoStar Communications Corporation

EchoStar Communications Corporation (Nasdaq: DISH) has been a leader for more than 27 years in satellite TV equipment sales and support worldwide. The Company's DISH Network® is the fastest-growing pay-TV provider in the country since 2000, providing more than 13.585 million satellite TV customers with industry-leading customer satisfaction which has surpassed major cable companies for seven years running. DISH Network customers also enjoy access to a premier line of award-winning Digital Video Recorders (DVRs), hundreds of video and audio channels, the most International channels in the U.S., industry-leading Interactive TV applications, Latino programming, and the best sports and movies in HD. DISH Network offers a variety of package and price options including the lowest all-digital price in America, the DishDVR Advantage Package, high-speed Internet service, a free upgrade to the best HD DVR in the industry, and six months free of DishHD. EchoStar is included in the Nasdaq-100 Index (NDX) and is a Fortune 300 company. Visit www.echostar.com or call 1-800-333-DISH (3474) for more information.

About Ultimate Electronics

Ultimate Electronics, a private consumer electronics company, is the leader in home and car entertainment. Based in Colorado for 39 years, the company has 32 superstores in nine states, including Arizona, Colorado, Illinois, Kansas, Minnesota, Missouri, Nevada, New Mexico and Oklahoma. Ultimate

Electronics provides the industry's most comprehensive selection of name brand consumer electronics with an emphasis on innovation and technology, offering the largest selection and widest range of prices on all product offerings. Ultimate Electronics shops the competition and matches prices so consumers always get the lowest price. Absolute satisfaction and assurance that customers never pay more is guaranteed. Superstores are complete with multiple home theater and audio demonstration rooms, as well as service-driven sales consultants that are knowledgeable and passionate about consumer electronics. Ultimate Electronics was recently ranked among the top five consumer electronics walk-in retailers in Consumer Reports' "Best Places to Buy" and in the top three for the best in-store service and product selection in the same survey. To learn more visit http://www.ultimateelectronics.com.

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