Football Fans Get in the Game With DISH Network

DISH Customers Get Football 24/7 for as Low as $29.99/Month

This NFL season, football fanatics everywhere are expecting more coverage and quality from their TV provider…and EchoStar's (NASDAQ: DISH) DISH Network® is giving it to them – football 24/7, including exclusive games on NFL Network. Dedicated fans won't miss any of the action on the field with DISH Network's total value football package, starting at only $29.99, including HD.

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"DISH Network has the best sports and movies in HD, providing fans with an unparalleled viewing experience, always at a great price," said Jessica Insalaco, senior vice president and Chief Marketing Officer for DISH Network. "Our subscribers receive comprehensive football coverage seven days a week for less than $30 per month, which includes more than 100 channels and free DishHD programming for six months. Plus, new customers get a free upgrade to our industry-leading and award-winning HD DVRreceivers, and can get instant replays anytime they want via DISH Network's 10-second skip back function."

DISH Network customers will enjoy NFL Network's exciting lineup including exclusive coverage of eight regular season games airing on Thursday and Saturday nights returning this Thanksgiving, 52 preseason games including a record 34 games in HD, director's cut game replays, plus past Super Bowl and other Classic NFL games.

Fans who can't make it to the games won't miss a thing with DISH Network's industry-leading HD lineup, and with its unparalleled picture clarity, football buffs will feel like they're watching from the sidelines. The leader in high definition, DISH Network offers 38 national HD channels including NFL Network HD, ESPN HD, and HD local channels in more than 50 percent of U.S. households.

Loyal football fans can show their true colors this season by customizing their satellite dish with an item from DISH Network's exclusive line of DishSkinz. DishSkinz are colorful, durable satellite dish covers that come in dozens of designs, including all 32 NFL team logos, and are available through a local DISH Network retailer.

To celebrate the start of the 2007 NFL season, DISH Network has teamed up with New Orleans Saints' premier running back and DISH Network fan Reggie Bush, who is featured throughout the brand's television, radio, print and online advertising, championing the rallying cry "Get Football 24/7." The multimedia campaign launched today to give fans the heads up on DISH Network's football offerings before the start of the regular season.

"Reggie Bush is one of the most recognized players in the NFL, exemplifying passion and a winning spirit, which aligns well with the DISH Network brand and our commitment to providing great sports programming," said Insalaco. "This is a great opportunity for us to join together to promote DISH Network's complete coverage of NFL games to his fans and football fans everywhere who want the best football coverage in their regular programming packages."

For more information or to subscribe to DISH Network, visit www.dishnetwork.com, call 1-800-333-DISH (3474) or visit a local DISH Network retailer.

About EchoStar Communications Corporation

EchoStar Communications Corporation (NASDAQ: DISH) has been a leader for more than 26 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 and currently serves more than 13.585 million satellite TV customers. DISH Network offers a premier line of industry-leading Digital Video Recorders (DVRs) and hundreds of video and audio channels as well as the most national HD and International channels in the U.S., Interactive TV, Latino and sports programming. DISH Network also provides a variety of package and price options including the lowest all-digital price in America and the DishDVR Advantage Package. 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.

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