

# DISH Network Partners With Sharper Image to Offer First Nationwide Interactive TV Shopping Channel

EchoStar Communications Corporation (NASDAQ: DISH) and its DISH Network™ satellite TV service announced today that it has partnered with The Sharper Image to bring the nation's first interactive shopping channel to DISH Network's interactive TV line-up. Beginning in February, viewers will enjoy the convenience of shopping and purchasing selected Sharper Image products from the comfort of their homes, using just their TV remote.

Viewers can now access an interactive Sharper Image catalog through DISH Home, located at Channel 100 and, similar to online shopping, DISH Network customers can choose the items that they wish to buy and pay for them with secure credit-card ordering.

"The possibilities are endless with DISH Network's interactive TV channels," said Susan Arnold, vice president of Programming for DISH Network. "The Sharper Image ITV channel is a natural addition to DISH Network's growing suite of 26 interactive TV channels, allowing more than 10 million DISH Network customers to choose new ways to enhance their home entertainment experience."

The Sharper Image channel allows viewers to browse through select featured best-selling products, visit customer service, see their order history, view products in their shopping basket and, with a phone-line connection to their receiver, make their purchase.

DISH Network is the largest U.S. provider of ITV channels and the world leader in the number of ITV-enabled homes, with more than 10 million subscribers who have ITV-enabled satellite TV receivers.

"We believe this new technology for interactive TV shopping is exciting and completely consistent with our brand image," said Roger Bensinger, senior vice president of Marketing at The Sharper Image. "Our sophisticated customers look forward to discovering innovative ways to purchase products from their favorite stores and The Sharper Image looks forward to reaching new customers through this new interactive TV venue."

The Sharper Image is powered by OpenTV's ITV middleware technology. DISH Network customers with the following OpenTV-enabled receivers can use their remote controls to access DISH Home, interactive TV : Model 3900, Model 4900, DISH 111, DISH 301, DISH 501, DISH 508, DISH Player-DVR 510 and DISH Player-DVR 522.

## About EchoStar Communications Corporation

EchoStar Communications Corporation (NASDAQ: DISH) serves more than 11 million satellite TV customers through its DISH Network , the fastest growing U.S. provider of advanced digital television services in the last four years. DISH Network offers hundreds of video and audio channels, Interactive TV, HDTV, sports and international programming, together with professional installation and 24-hour

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customer service. DISH Network ranks No. 1 in Customer Satisfaction among Cable/Satellite TV Subscribers by J.D. Power and Associates. Visit EchoStar's DISH Network at [www.dishnetwork.com](http://www.dishnetwork.com) or call 1-800-333-DISH (3474).

## About Sharper Image

Sharper Image is a specialty retailer that is nationally and internationally renowned as a leading source of new, innovative, high-quality products that make life better and more enjoyable. A significant and growing proportion of sales are of proprietary products created by the Company's product development group, Sharper Image Design. The Company's principal selling channels include 177 Sharper Image specialty stores throughout the United States; the award-winning Sharper Image monthly catalog with annual circulation in excess of 85 million; and its primary Website, <http://www.sharperimage.com>. The Company also sells its products through its own online auction Website and an online Outlet store to help manage refurbished and close-out inventory; both sites are accessed from the home page of [sharperimage.com](http://www.sharperimage.com). The Company also has business-to-business sales teams for marketing its exclusive and proprietary products for corporate incentive and reward programs and wholesale to selected U.S. and international retailers.

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