

DISH Network Delivers Six Networks Simultaneously to Interactive TV Viewers; Mosaic of Popular TV Channels and Interactive Features Entice Viewers

With six screens at once and an environment that allows viewers to interact with their TV, DISH Home gives TV viewers one more reason to choose DISH Network.

ENGLEWOOD, Colo.--(BUSINESS WIRE)--Aug. 30, 2005--EchoStar Communications Corporation (Nasdaq:DISH) and its DISH Network satellite TV service today unveiled a new feature that will give customers the ability to watch six TV channels and use an interactive menu, all at the same time. The mosaic of six networks and interactive channels on DISH Home, Ch. 100, is a convenient way for subscribers to watch and interact with their TV.

DISH Network pioneered the interactive mosaic -- six mainstream TV channels integrated with interactive features -- during the 2004 Summer Olympics and again for the 2004 Presidential Elections.

DISH Network viewers can select windows of popular networks including CNN, MSNBC, The Weather Channel, E! Entertainment, Bloomberg and Court TV through DISH Home. Full-screen video with audio automatically appears when viewers select a network window. Viewers can still go to their favorite interactive channel for customer service, news, shopping, sports, games and entertainment on DISH Home.

"The new format of DISH Home is a great way for viewers to watch their favorite TV channel and up-to-the-minute news, all from one place," said Susan Arnold, vice president of Programming for DISH Network. "With six screens at once and an environment that allows viewers to interact with their TV, DISH Home gives TV viewers one more reason to choose DISH Network."

DISH Network is the largest U.S. provider of interactive TV programs and the world leader in the number of ITV-enabled homes, with more than 20 interactive channels, serving over 10 million customers respectively.

DISH Network subscribers with an interactive TV-enabled receiver can open DISH Home by going to channel 100, pressing the interactive TV button on their remote, launching ITV from the electronic programming guide, or selecting a triggered advertisement on another channel.

The new features on DISH Home were developed in partnership with OpenTV Corp. (Nasdaq:OPTV) utilizing its ITV middleware technology. DISH Network customers with the following OpenTV-enabled receivers can see the new DISH Home: Model 3900, 4900, DISH 111, 301, 311, 322, DISH Player - DVR 501, 508, 510, 522, 721, DISH 811 and DISH Player-DVR 942.

For more information, call 800-333 DISH (3474) or go to www.dishnetwork.com. For print quality images, go to www.dishnetwork.com and click "about us."

About EchoStar

EchoStar Communications Corporation (Nasdaq:DISH) serves more than 11.2 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 or call 800-333-DISH (3474).

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