

# The Tennis Channel Launches on DISH Network

## *First National Distribution Footprint Puts Network in Every U.S. Market*

EchoStar Communications Corporation (NASDAQ: DISH) today announced that its DISH Network satellite TV service now offers The Tennis Channel, the world's only 24-hour network devoted to tennis and the lifestyle that surrounds it. DISH Network is the first to provide nationwide coverage of the Tennis Channel.

Starting today with the beginning of the network's Tennis Channel Open in Las Vegas, the fast-growing Tennis Channel will be available in a free preview on Ch. 280 to DISH Network's America's Top 60, America's Top 120 and America's Top 180 subscribers. After April 5, the Tennis Channel will be available only to America's Top 180 subscribers at no extra charge on Ch. 400.

The Tennis Channel is the most concentrated single sport network on television, offering 69 top-level tournaments, with 43 of the top 50 tournaments in the world. The network is a new hybrid that combines live sports with lifestyle programming, offering unparalleled tournament coverage, original series, instruction from the finest teachers, the latest on equipment and tennis getaways, in-depth player profiles, news and analysis, and the chance to relive the game's legendary matches.

The network's tournament telecast rights include the majority of the uppermost events in men's and women's professional tennis, with singles and doubles matches from the U.S. Open Series, ATP Masters Series and Sony Ericsson WTA Tour. The channel also provides comprehensive coverage of the three most prestigious international team cups on the annual tennis calendar: Davis Cup, Fed Cup and Hopman Cup, as well as championship-level tournaments in other racquet sports.

"The Tennis Channel meets a demand in sports programming today – a complete tennis category – and enhances DISH Network's powerful sports and lifestyle programming line up," said Eric Sahl, senior vice president of Programming for DISH Network. "DISH Network is proud to be the first national television provider to offer a channel dedicated to tennis, a sport that's uniquely popular among men and women of all ages."

"The transformational distribution partnership with DISH Network marks the ascension of The Tennis Channel from 'emerging network' to a member of the programming big leagues," said Ken Solomon, chairman and CEO of The Tennis Channel. "When coupled with our cable deals with eight of the top 10 cable distribution organizations, it means that the world's greatest tennis players, biggest tournaments and the lifestyle enjoyed by millions will be available to all who subscribe to DISH Network's America's Top 180 service."

For more information on DISH Network, go to [www.dishnetwork.com](http://www.dishnetwork.com), call 1-800-333-DISH (3474) or visit a local DISH Network retailer.

**About EchoStar Communications Corporation**

“When coupled with our cable deals with eight of the top 10 cable distribution organizations, it means that the world's greatest tennis players, biggest tournaments and the lifestyle enjoyed by millions will be available to all who subscribe to DISH Network's America's Top 180 service.”

EchoStar Communications Corporation (NASDAQ: DISH) serves more than 12 million satellite TV customers through its DISH Network®, 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](http://www.dishnetwork.com) or call 1-800-333-DISH (3474).

### **About The Tennis Channel**

The Tennis Channel ([www.thetennischannel.com](http://www.thetennischannel.com)) is the only 24-hour, television-based multimedia destination dedicated to tennis and the healthy, active lifestyle that surrounds it. The channel is available on DISH Network and eight of the top 10 cable operators in the United States. As the most concentrated single-sport network on television, the brand combines comprehensive sports coverage with health, fitness, pop culture, lifestyle and travel programming. Fifty-two week tournament telecast rights include the U.S. Open Series, ATP Masters Series, top-tier Sony Ericsson WTA Tour championship competitions, Davis Cup by BNP Paribas, Fed Cup and Hyundai Hopman Cup, offering compelling coverage of the game's most dramatic rivalries and energetic personalities.

### **Contact:**

Corporate Communications,  
[press@dish.com](mailto:press@dish.com) or 720-514-5351  
Customer Service,  
[executivecustomerservice@dish.com](mailto:executivecustomerservice@dish.com)  
Employment Verification, [voe@dish.com](mailto:voe@dish.com)

---