

# DISH Network Introduces DISH Earth Channel

***Real-Time Views of Planet from World's First Earth-Directed Camera Mounted on a Commercial Communications Satellite***

DISH Network Corporation (Nasdaq: DISH) today announced the launch of DISH Earth, a channel exclusively available to DISH Network customers, offering dramatic live views of Earth 24 hours per day, including passing views of the moon, Venus, and even unidentified flying objects. DISH Network customers can experience the camera's live feed for free on Ch. 212 beginning this evening.

The DISH Earth channel content is supported by a camera installed on DISH Network's EchoStar 11 satellite - the world's first Earth-directed camera mounted on a commercial communications satellite. Six years in the making, the DISH Earth camera offers a 30 degree x 22.4 degree field-of-view that includes fascinating live full-disk views of the planet from a distance of approximately 22,300 miles above Earth. The regular night/day cycle, weather patterns, and seasonal changes in the western hemisphere are clearly visible via the 'eyes' of the camera, which observe objects in the visible spectrum, similar to the human eye, with a resolution of about 20 km per pixel.

"We are pleased to be able to offer, exclusively to our customers, footage from the world's only Earth-viewing live video camera on a commercial communications satellite," said Dave Shull, senior vice president of Programming at DISH Network. "What's more, from time to time, the DISH Earth camera is able to capture some unique images, including an unidentified flying object last August."

The DISH Earth camera was integrated onboard the EchoStar 11 spacecraft, a high powered satellite launched in 2008 to a geo-synchronous orbit at 110 degrees west longitude, which provides video service for DISH Network customers.

In addition to the live video footage, DISH Network has also partnered with Space Services, Inc. (SSI), a Houston-based aerospace company, to offer consumers photos of the planet on a loved one's special day via its Give the World(TM) service. The camera captures the cloud formations, storms, and the green and blue beauty of planet Earth forever in a nicely packaged photo frame to commemorate a birthday, wedding, anniversary or any memorable occasion. Regular photo pricing ranges from \$29.95 to \$99.95.

The DISH Earth camera was developed by the EchoStar Spacecraft Operations Team, Ecliptic Enterprises Corporation of Pasadena, CA, and Space Systems/Loral and is operated under a license granted by the U.S. National Oceanic and Atmospheric Administration (NOAA).

For more information about DISH Earth and Give the World, visit [www.GiveTheWorld.com](http://www.GiveTheWorld.com). To view videos of timelapsed images of the earth and an unidentified flying object, visit [www.GiveTheWorld.com/aboutEchoStar11.asp](http://www.GiveTheWorld.com/aboutEchoStar11.asp). To learn more about DISH Network, visit [www.dishnetwork.com](http://www.dishnetwork.com).

## About DISH Network

DISH Network Corporation (NASDAQ: DISH) provides approximately 13.678 million satellite TV customers as of Dec. 31, 2008 with the highest quality programming and technology at the best value, including the lowest all-digital price nationwide. Customers have access to hundreds of video and audio channels, the

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most international channels in the U.S., state-of-the-art interactive TV applications, and award-winning HD and DVR technology including 1080p Video on Demand and the DuoDVR(TM) ViP(R) 722 DVR, a CNET and PC Magazine "Editors' Choice." DISH Network is included in the Nasdaq-100 Index (NDX) and is a Fortune 250 company. Visit [www.dishnetwork.com](http://www.dishnetwork.com).

#### **About EchoStar Technologies L.L.C.**

EchoStar Technologies L.L.C. is a wholly owned subsidiary of EchoStar Corporation (Nasdaq: SATS), which provides equipment sales, digital broadcast operations, and satellite services. EchoStar has 25 years of experience designing, developing and distributing advanced award-winning set-top boxes and related products for pay television providers. The company includes a network of 10 full-service digital broadcast centers and leased fiber optic capacity with points of presence in approximately 160 cities. EchoStar also delivers satellite services from eight owned and leased in-orbit satellites and related FCC licenses. Visit [www.echostar.com](http://www.echostar.com) for more information.

#### **About Space Services**

Space Services, Inc. is a Houston-based aerospace company and a leader in public participation spaceflight. Space Services, Inc. heritage encompasses nearly 30 years of leadership in private sector space missions and applications including the first ever private launch into outer space, the first ever memorial spaceflight, and several high visibility public space missions for science, education and entertainment. This orbit allows EchoStar 11 to remain at the same position above the Earth 24 hours a day. The DISH Earth camera on EchoStar 11 is operated under a license from the U.S. National Oceanic and Atmospheric Administration (NOAA).

#### **About Ecliptic**

Pasadena, Calif.-based Ecliptic Enterprises Corporation is the world's leading provider of video systems for use with rockets and spacecraft. Since 1997 its rugged RocketCam(TM) systems have been successfully launched onboard 62 rockets and 4 spacecraft, including EchoStar 11. Three NASA lunar spacecraft will carry RocketCam to the Moon during the next three years. Visit <http://www.eclipticenterprises.com>.

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