

# DISH Network to Expand HD Line-Up in 2008

## ***100 National HD Channels, 100 HD Local Markets***

DISH Network(r) (Nasdaq:DISH) today announced plans to increase its national HD channel count from 76 to 100 in 2008. The company also plans to add local HD channels in 65 new markets, bringing its HD local market total to 100.

"The addition of new HD national and local channels is a testament to DISH Network's unwavering focus on providing the best HD offerings," said Eric Sahl, senior vice president of Programming for DISH Network. "We at DISH Network will continue to not only be a leader in the number of HD channels, but also in quality in value."

DISH Network plans to launch three satellites in 2008, providing the company additional bandwidth to maintain its reign as a top HD provider.

The company begins its HD launches with 11 local markets including: Austin, TX; Baltimore; Cleveland; Columbia, S.C.; Flint, Mich.; Greenville, S.C.; Huntsville, Ala.; Jackson, Miss.; Knoxville, Tenn.; Orlando, Fla.; and Richmond, Va. The addition of these markets brings DISH Network's local HD penetration to 80 percent of U.S. TV households.

In conjunction with the launch of new HD programming, DISH Network is offering more choices for HD customers, including HD packages as low as \$10 per month for more than 20 of the most popular HD channels. New HD packages will be available beginning Feb. 1, 2008.

"DISH Network's HD programming packages, paired with the industry's best HD DVRs, give TV consumers the complete TV viewing experience and another powerful reason to switch to DISH Network -- if they haven't already," Sahl said.

For more information about DISH Network's HD offerings or DVR technology, call 1-800-333-DISH (3474), visit [www.dishnetwork.com](http://www.dishnetwork.com), or visit your local DISH Network retailer.

## **About EchoStar Communications Corporation**

EchoStar Communications Corporation (Nasdaq:DISH) has been a leader for more than 27 years in satellite TV equipment sales and support worldwide. The Company's DISH Network(r) provides more than 13.695 million satellite TV customers with industry-leading customer satisfaction which has surpassed major cable companies for seven years running. DISH Network customers also enjoy access to a premier line of award-winning Digital Video Recorders (DVRs), hundreds of video and audio channels, the most International channels in the U.S., industry-leading Interactive TV applications, Latino programming, and the best sports and movies in HD. DISH Network offers a variety of package and price options including the lowest all-digital price in America, the DishDVR Advantage Package, high-speed Internet service, a free upgrade to the best HD DVR in the industry, and six months free of DishHD. EchoStar is included in the Nasdaq-100 Index (NDX) and is a Fortune 300 company. Visit [www.echostar.com](http://www.echostar.com) or call 1-800-333-DISH (3474) for more information.

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## Contact:

DISH Network  
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)

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