

Setanta Sports Launches On DISH Network

One Month of Free Viewing Gives Subscribers a Sneak Peek at Leading International Sports Channel

Just in time for the English Premiership season opener and the 2007 Rugby World Cup, Setanta Sports (www.setanta.com), the leading sports broadcasting network dedicated to international soccer and rugby, and EchoStar Communications Corporation's DISH Network™ (Nasdaq: DISH) today announced the launch of Setanta on DISH Network to subscribers across America for the first time. Currently in high demand outside of the United States, Setanta Sports brings quality and depth of programming to global sports fans nationwide through 24-hour access to more than 1,000 live events, including UK and European soccer, as well as world-class rugby and other sports programming.

Airing seven days per week, 24 hours per day, Setanta Sports is available to DISH Network customers for \$14.99 per month, and to business subscribers starting at \$75 per month (package will be available at the end of August). Through their subscription to Setanta Sports, sports fans will receive "armchair access" to the best live, international sports presented in their original format, including the world's top soccer from the Barclay's English Premiership League and the UEFA Champions League combined with top flight Rugby Union including the 2007 Rugby World Cup, the annual Six Nations tournament and The Heineken Cup of Europe. "We are excited to offer DISH Network subscribers the best international sports programming from the comfort of their own homes, 24 hours a day," said Roger Hall, CEO of Setanta Sports North America. "DISH Network will be a terrific partner for us in North America and we look forward to bringing their customers the authentic soccer and rugby coverage that we're known for around the world for many years to come."

"We welcome the opportunity to offer our viewers a chance to engage in the world of international sports, including globally renowned programming like Barclay's English Premier League soccer and the 2007 Rugby World Cup," said Eric Sahl, senior vice president of Programming for DISH Network. "Our current subscriber base of more than 13.4 million homes across the United States is comprised of viewers from many different backgrounds with diverse sports interests. Adding programming like Setanta Sports speaks to our overarching goal to provide programming that is as diverse as our audiences."

Setanta will be offered for free in DISH Network's Preview Showroom on Ch. 284 from Aug. 2 through Sept. 5. For more information about how to order Setanta Sports from DISH Network, contact 1-800-333-DISH (3474) or visit www.dishnetwork.com.

About Setanta Sports North America

Setanta Sports North America operates the only dedicated International soccer and rugby channel in North America. In 2006, the 24-hour, digital pay TV network aired more than 1,000 live events, focusing on programming designed to meet the growing demands of international sports fans living in North America. Setanta Sports North America is part of Dublin-based Setanta Sports, a leading, international pay television broadcaster and the number two sports broadcaster in the United Kingdom, providing top sports leagues and events to more than 100 million digital television homes globally and to commercial venues in six countries. In North America, Setanta Sports is currently available to subscribers via broadband at www.setanta.com and on DIRECTV, GlobeCAST WorldTV and ITVN.com., as well in commercial settings such as sports bars and pubs nationwide.

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About EchoStar Communications Corporation

EchoStar Communications Corporation (Nasdaq:DISH) has been a leader for more than 26 years in satellite TV equipment sales and support worldwide. The Company's DISH Network™ is the fastest-growing pay-TV provider in the country since 2000 and currently serves more than 13.4 million satellite TV customers. DISH Network offers a premier line of industry-leading Digital Video Recorders (DVRs) and hundreds of video and audio channels as well as the most national HD and International channels in the U.S., Interactive TV, Latino and sports programming. DISH Network also provides a variety of package and price options including the lowest all-digital price in America and the DishDVR Advantage Package. EchoStar is included in the Nasdaq-100 Index (NDX) and is a Fortune 300 company. Visit www.echostar.com or call 1-800-333-DISH (3474) for more information.

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