

# EchoStar and Google Partner on New TV Advertising System

*First of Its Kind Partnership Will Deliver More Relevant Ads to EchoStar's Millions of Subscribers*

ENGLEWOOD, Colo. & MOUNTAIN VIEW, Calif.--EchoStar Communications Corporation (NASDAQ:April 3, 2007) and Google (NASDAQ:GOOG) announced today that the companies have entered into a partnership agreement to introduce the first automated system for buying, selling, delivering and measuring television ads on EchoStar DISH Network's 125 national satellite programming networks. Google will have access to a portion of DISH Network's advertising inventory that spans across all channels and dayparts. The agreement is the first of its kind for a national pay-TV provider and Google.

This partnership extends Google's current advertising platform to a national TV audience with the aim to deliver more relevant and measurable ads. EchoStar and Google are working together to provide automated online campaign planning, scheduling, delivery and measurement of ads on the DISH Network.

"DISH Network is focused on improving all aspects of our business, and advertising is no exception," said Charlie Ergen, Chief Executive Officer, EchoStar. "Through this groundbreaking partnership with Google, we are confident we will be able to bring increased efficiencies to DISH Network's advertising sales and more accurate, up-to-date viewer measurement with easily accessible online reporting to advertisers."

"Our partnership with EchoStar is important for us as we begin to offer a TV advertising platform broadly," said Eric Schmidt, Chief Executive Officer, Google. "We think we can add value to this important medium by delivering more relevant ads to viewers, providing better accountability for advertisers and better monetize inventory for TV operators and programmers. EchoStar, with its focus on technological innovation and its dedication to improving end user experience, is a great partner for us as we move forward to accomplish these goals."

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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 13.1 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](http://www.echostar.com) or call 1-800-333-DISH (3474) for more information.

## About Google Inc.

Google's innovative search technologies connect millions of people around the world with information every day. Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google today is a top web property in all major global markets. Google's targeted advertising program provides businesses of all sizes with measurable results, while enhancing the overall web experience for users. Google is headquartered in Silicon Valley with offices throughout the Americas, Europe and Asia. For more

information, visit [www.google.com](http://www.google.com).

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