

# DISH Network Brings High-Definition NBA Hoops to Nation's Largest HD Lineup

DISH Network®, home of the best sports and movies in high definition (HD) as well as the best HD DVR in the industry, announced today that NBA TV is now included in DISH Network's industry-leading national lineup of HD programming. With 75 channels, DISH Network's continues to offer more national HD programming than any pay-TV provider in the United States.

"Bringing NBA TV HD to the home of the best sports and movies in HD is a natural move for DISH Network and a slam dunk for hoops fans," said Eric Sahl, senior vice president of Programming for DISH Network. "Pairing DISH Network's amazing picture quality with the best HD DVR anywhere will make watching all the action from home nearly every bit as exciting as going to the game."

NBA TV is a hoop fan's dream and the ultimate source for all things basketball, featuring live NBA games every week, basketball news and information, exclusive interviews with the game's greatest stars and legends, and original series spotlighting today's players and coaches as well as the most memorable moments in the NBA's history. NBA TV will offer its first HD games of the 2007-08 season on Sunday, Nov. 4.

"We are thrilled to team up with DISH Network to provide their subscribers with the opportunity to experience the powerful combination of NBA basketball and high-definition through NBA TV in HD," said NBA Deputy Commissioner and Chief Operating Officer Adam Silver.

Subscribers to America's Top 100 package with DishHD will receive NBA TV HD free on Channel 402. DishHD is available free for six months to new

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customers, and new DISH Network subscribers may also receive a free upgrade to the company's industry-leading and award-winning HD DVR receivers. Through Jan. 31, 2008, both current and new qualifying DISH Network DishHD customers may also enjoy up to \$800 of instant savings on a variety of Sharp's most popular line of flat panel HDTVs.

For more information about DISH Network, DishHD or NBA TV HD, call 1-800-333-DISH (3474), visit [www.dishnetwork.com](http://www.dishnetwork.com) or contact your local 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® is the fastest-growing pay-TV provider in the country since 2000, providing more than 13.585 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.

### **About NBA TV**

Launched in 1999, NBA TV is a fan's all-access network for everything basketball. The network offers over 400 games annually including more than 100 NBA regular season and playoff games, WNBA action, D-League competition, weekly Euroleague Games, and major international events like the FIBA Americas Championship. The network, which can be seen in 73 countries, features more than 20 original series; exclusive access to NBA events; news from around the world of basketball; nightly highlights; Top 10 Plays of the Day; interviews with the game's insiders, including current stars and legends; and exciting new technology such as High Definition. In addition, NBA TV offers real-time statistics, the latest fantasy basketball and video game news, and Video-On-Demand.

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