

# EchoStar Unveils ViP-TV, One of the Most Comprehensive IPTV Transport Platforms on the Market

*Offers Distributors the Ability to Deliver up to 300 Programming Channels, Including 40 Channels of HD and Local Broadcast Networks*

EchoStar Communications Corporation (Nasdaq:DISH) and its subsidiary, EchoStar FSS Corporation (EFSSC), today announced the launch of ViP-TV(tm) service, through which EFSSC has the ability to transport over 300 channels of secure broadcast quality popular television programming via satellite to Telco, private and rural cable operators, municipalities and master planned community video providers that have obtained rights for distribution of programming over their wire-line networks. ViP-TV is EFSSC's turn-key solution for wholesale multi-channel content transport and distribution, and offers customers affordable, scalable and aggregated MPEG-4 Internet protocol encapsulated radio and television programming channels from a high-powered Ku-band satellite.

ViP-TV's suite of channels includes ViP-Premier(tm), which offers over 100 channels of the most popular television programming, ViP-HD(tm), which boasts 40 channels of industry-leading high definition programming; ViP-Movies(tm), a menu of 40 of the most popular movie services; ViP-Latino(tm), offering 30 of the top-rated Spanish-language programming services; and the ViP-International(tm) programming package, providing over 30 programming channels in 10 different languages.

The ViP-TV service is also offered in

“More than just programming, it is a premier service buoyed by industry-leading technology, service and support. With over 12 years of experience in the transport and distribution business, EchoStar can

connection with transport of local broadcast networks from more than 165 local designated market areas (DMAs) currently provided by EchoStar to over 1,000 cable and Telco systems in standard definition. VIP-TV also offers transport of high definition local broadcast networks in over 30 local DMAs.

EFSSC's ViP-TV delivers its service using a high-performance, high-powered Ku Band satellite with full continental United States coverage, so that the service can be rapidly deployed and is low cost to maintain. In addition, EFSSC offers full-service design, engineering and installation of head-end equipment together with its award-winning ViP(tm) series set top box technology and applications.

"ViP-TV is one of the most comprehensive video iP transport and distribution platforms available in the marketplace," said Michael Kelly, executive vice president of EchoStar Fixed Satellite Services. "More than just programming, it is a premier service buoyed by industry-leading technology, service and support. With over 12 years of experience in the transport and distribution business, EchoStar can create a true end-to-end solution offering everything from set top box technology to satellite distribution to service and customer support."

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For more information about EchoStar, visit [www.echostar.com](http://www.echostar.com). For more information on ViP-TV, visit [www.echostarviptv.com](http://www.echostarviptv.com)

### **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) 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 EchoStar FSS Corporation

EchoStar FSS Corporation (EFSSC), a subsidiary of EchoStar Communication Corporation, provides commercial satellite capabilities, quality service and competitive pricing for broadcast services, business television and engineering operations. EchoStar, through EFSSC and its other subsidiaries, owns or leases 15 in-orbit satellites operating in FSS Ku-band, BSS and Ka-bands; has access to an extensive terrestrial fiber optic network with points of presence in over 168 cities; and owns seven regional gateways, allowing EFSSC to provide customers with end-to-end connectivity; and a reliable platform to distribute video and data throughout the U.S.

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