

# DIRECTV, EchoStar Support New Direction For Satellite Broadcasting & Communications Association

EchoStar Communications Corporation (NASDAQ: DISH) and DIRECTV, Inc. issued the following statement concerning the announcement today that the Satellite Broadcasting & Communications Association board of directors voted to focus activities on education and training/certification programs.

"DIRECTV and EchoStar welcome the new focus of the SBCA and support the Board's decision to redefine the mission of the SBCA to focus on educational programs and initiatives as well as training and certification. In this highly competitive pay television marketplace, it is critical to have best-in-class employees. EchoStar and DIRECTV will continue to work together on regulatory and legislative issues of importance on a local, state and national level."

The SBCA will concentrate on educational forums designed to help the industry's employees keep pace with its rapidly evolving technology.

## About EchoStar Communications Corporation

EchoStar Communications Corporation (NASDAQ: DISH) serves more than 11 million satellite TV customers through its DISH Network, the fastest growing U.S. provider of advanced digital television services in the last five years. DISH Network offers hundreds of video and audio channels, Interactive TV, HDTV, sports and international programming, together with professional installation and 24-hour customer service. DISH Network ranks No. 1 in Customer Satisfaction among Cable/Satellite TV Subscribers by J.D. Power and Associates. Visit EchoStar's DISH Network at [www.dishnetwork.com](http://www.dishnetwork.com) or call 1-800-333-DISH (3474).

## About DIRECTV

DIRECTV, Inc. is the nation's leading and fastest-growing digital multichannel television service provider with more than 13.9 million customers. DIRECTV and the Cyclone Design logo are registered trademarks of DIRECTV, Inc. DIRECTV (NYSE: DTV) is a world-leading provider of digital multichannel television entertainment services. DIRECTV is 34 percent owned by News Corporation.

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