

# DISH Network Slashes Prices for Subscribers in Select Cities

EchoStar Communications Corporation (NASDAQ: DISH) announced that its DISH Network™ satellite TV service has slashed prices up to 32 percent in six U.S. cities for a limited time, showing disgruntled cable customers there is a better alternative.

DISH Network has created an offer targeting Atlanta, Dallas, Kansas City, Mo., Indianapolis, Pittsburgh and Sacramento, Calif.

New customers in these cities can sign up for DISH Network's Digital Home Advantage, which includes more than 60 all-digital channels with locals, for only \$19.99 per month for 12 months. Additionally, new subscribers receive three free months of HBO and Showtime. That's a savings of more than \$200 off the regular price.

The offer - complete with free installation, no hardware to buy and a free digital video recorder (DVR) equipment upgrade with a one-year commitment - is available to new customers through Aug. 15. DISH Network's programming package features such popular channels as CNN, Discovery, ESPN, TNT and USA Network, as well as local channels.

DISH Network offers its subscribers the best value for all-digital programming and the latest in technology, while achieving the highest customer satisfaction ratings in the pay-TV industry.

For more information on DISH Network, visit [www.dishnetwork.com](http://www.dishnetwork.com), call 1-800-333-DISH (3474), or contact your local DISH Network retailer. For downloadable, print quality images of DISH Network equipment, installations or the DISH Network logo, visit [www.dishnetwork.com/content/aboutus/presskit/print/index.shtml](http://www.dishnetwork.com/content/aboutus/presskit/print/index.shtml).

## About EchoStar Communications Corporation

EchoStar Communications Corporation (NASDAQ: DISH) serves more than 11.2 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. Visit EchoStar's DISH Network at [www.dishnetwork.com](http://www.dishnetwork.com) or call 1-800-333-DISH (3474).

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