

# New DISH Network Campaign Promises 'Better TV for All'; Six of Every 10 Former Cable Customers Label Digital Cable 'Poor Value'

ENGLEWOOD, Colo.--([BUSINESS WIRE](#))--Aug. 16, 2005--EchoStar Communications Corporation (NASDAQ: DISH) and its DISH Network(TM) satellite TV service today unveiled a dynamic, nationwide branding and advertising campaign with a money-saving offer for new customers. The campaign, declaring that DISH Network is "Better TV for All," will appeal particularly to dissatisfied cable customers.

Based on public reports, 1.2 million households have switched to satellite TV since January, bringing satellite's share of pay-TV users to more than 25 percent. According to a recent survey conducted by the Leichtman Research Group, Inc., 60 percent of former digital cable subscribers who maintain a pay-TV subscription cite expense and "poor value" as the top reasons for dropping the service. DISH Network's new campaign alerts dissatisfied cable customers to the better option of satellite TV.

Simply stated, "Better TV for All" means DISH Network offers the lowest all-digital price in America, with award-winning customer satisfaction and the latest technology.

"Research indicates that most cable subscribers don't know the benefits of satellite TV," said Michael Neuman, president and chief operating officer of EchoStar. "A significant percentage of them have no idea that DISH Network is less expensive than digital cable despite DISH Network's lowest all-digital price in America. This new campaign will educate those unhappy

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A Federal Communications Commission (FCC) report on cable industry prices released in February confirmed that DISH Network programming packages cost 20 percent less than those typically offered by digital cable.

The "Better TV for All" campaign promotes DISH Network's commitment to protect television viewers across the country from inferior picture quality, sub-standard customer service and outrageous prices forced upon them by cable providers.

The campaign's new elements include updated graphics, a re-designed website and an edgy television, print and radio advertising effort. The advertisements serve as a wake-up call to people who have endured over-priced digital cable service too long.

"Our new campaign and positioning statement, 'Better TV for All,' aims to remind people how unhappy they are with their current cable-TV service," said Jody Martin, DISH Network senior vice president of Marketing. "We want everyone to know that they have a better choice in pay TV, and it's DISH Network."

Celebrating the campaign, DISH Network is offering new customers one month free service and three free months of HBO, Showtime and Cinemax when they sign up for any qualifying programming package. The offer comes complete with free standard professional installation, no hardware to buy and a free digital video recorder (DVR) equipment upgrade with an 18-month commitment. The basic package, America's Top 60, includes more than 60 all-digital channels, with locals in more than 160 markets, for only \$31.99 per month following the first month.

For more information on DISH Network, visit [www.dishnetwork.com](http://www.dishnetwork.com), call 800-333-DISH (3474), or contact your local DISH Network retailer. For downloadable, print-quality images of all the graphical elements associated with the new brand campaign, DISH Network equipment or installations, visit [www.dishnetwork.com/pressroom](http://www.dishnetwork.com/pressroom).

## About EchoStar

EchoStar Communications Corporation (NASDAQ: DISH) serves more than 11.4 million satellite TV customers through its DISH Network(TM), 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 800-333-DISH (3474).

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