

Rename Your Town 'DISH,' Get Free Satellite TV for 10 Years; DISH Network Offer Equates to Possibly Millions of Dollars of Free Programming

ENGLEWOOD, Colo.--(BUSINESS WIRE)--Aug. 23, 2005--EchoStar Communications Corporation (Nasdaq:DISH) and its DISH Network(TM) satellite TV service announced today it will provide free programming for 10 years to all households in the first U.S. municipality willing to change its name legally and permanently to "DISH."

"As part of DISH Network's re-branding efforts and new advertising campaign trumpeting 'Better TV for All,' we invite a city or town to join us by re-branding itself DISH," said EchoStar President Michael Neuman.

DISH Network is introducing the DISH City Makeover, an opportunity for every household in a participating city or town to receive a complete satellite TV system, including free TV programming, for 10 years. In turn, the town must agree officially to change its name to "DISH."

"The DISH City Makeover is an opportunity for an entire town to experience all-digital television free for 10 years while ridding themselves of cable TV's high prices and poor customer service," said Neuman.

A town of 1,000 households, for example, would receive approximately \$4 million worth of free programming, equipment and installation.

To participate, the town government must agree to change the name legally and permanently on government buildings, post offices, official letterhead, schools and hospitals if applicable, street signs where necessary, and any other government signage that contains the city or town's name. The municipality must also file all necessary state and federal documentation.

In exchange, DISH Network will agree to provide every household within the municipal limits a free DISH Network satellite TV receiver, free standard installation, and America's Top 60 programming package free for 10 years. The DISH Network offer is subject to the terms and conditions of DISH Network's residential service agreement and other terms negotiated.

Submissions must be sent to CityMakeover@dishnetwork.com for approval by Nov. 1, 2005.

DISH Network provides "Better TV for All" by giving customers the latest technology such as high definition and digital video recording, award-winning customer satisfaction and America's lowest price for all-digital programming.

For more information on DISH Network, visit www.dishnetwork.com, call 800-333-DISH (3474), or contact your local DISH Network retailer.

About EchoStar

EchoStar Communications Corporation (Nasdaq:DISH) serves more than 11.4 million satellite TV customers

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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 or call 800-333-DISH (3474).

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