

# DISH Network Adds ESPNU to Channel Line-up

ENGLEWOOD, Colo. & BRISTOL, Conn.--(BUSINESS WIRE)--Sept. 22, 2005--EchoStar Communications Corporation (Nasdaq:DISH) and its DISH Network satellite TV service today announced an agreement with Disney and ESPN Media Networks to add ESPNU, a new 24-hour college sports network, to DISH Network's "America's Top 180" programming package.

"We have recently increased our emphasis on sports programming for DISH Network customers," said Eric Sahl, senior vice president of Programming for DISH Network. "The addition of ESPNU and other college sports programming further enhances the exceptional value Dish Network offers and increases our competitive advantage in the sports programming arena."

"We are pleased that DISH Network subscribers will now have the opportunity to see ESPNU and the incredible lineup of college sports programming that will be offered," said Sean Bratches, president, Disney and ESPN Networks, affiliate sales and marketing. "The launch of our newest network on DISH Network demonstrates our continued commitment to serving passionate sports fans and is a great step forward to making more of our products and services available to fans nationwide."

ESPNU, available on DISH Network's Channel 148, was launched in March 2005 and will feature more than 300 live college sports events this year. Viewers get a variety of top football and men's and women's basketball mixed with baseball, softball, volleyball, lacrosse, ice hockey, wrestling and more. ESPNU also offers comprehensive studio programming, replays of ABC Sports, ESPN, ESPN2 and ESPN Regional Television games. ESPNU is available to customers who subscribe to America's Top 180 for \$52.99 per month.

For more information, or to subscribe to DISH Network, viewers can go to the award-winning website [www.DISHNetwork.com](http://www.DISHNetwork.com), call 800-333-DISH (3474) or visit a local DISH Network retailer.

## 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).

## About ESPN, Inc.

ESPN, Inc. is the world's leading multinational, multimedia sports entertainment company featuring a portfolio of over 50 multimedia sports assets. The company is comprised of seven domestic television networks (ESPN, ESPN2, ESPN Classic, ESPNEWS, ESPN Deportes, ESPNU, ESPN Today), ESPN and ESPN2 HD simulcast services, ESPN Regional Television, ESPN International (networks, syndication, radio, web sites), ESPN Radio, ESPN.com, ESPN The Magazine, SportsTicker, ESPN Enterprises, ESPN Zones (sports-themed restaurants), and other growing new businesses including ESPN360 (Broadband), ESPN Mobile, ESPN on Demand, ESPN Interactive and ESPN PPV. Based in Bristol, Conn., ESPN is 80 percent owned by ABC, Inc., which is an indirect subsidiary of The Walt Disney Company. The Hearst Corporation holds a 20 percent interest in ESPN.

“We are pleased that DISH Network subscribers will now have the opportunity to see ESPNU and the incredible lineup of college sports programming that will be offered”

## Contact:

EchoStar's DISH Network  
Kelley Baca, 720-514-5351  
[kelley.baca@echostar.com](mailto:kelley.baca@echostar.com)

or

ESPN

Catherine Sloane Brett, 860-766-4235  
[Catherine.s.brett@espn.com](mailto:Catherine.s.brett@espn.com)

---