

# DISH Network Adds Two Indian Channels to International Programming Line-Up

EchoStar Communications Corporation (NASDAQ: DISH) announced today that its DISH Network™ satellite television service has added two TV Today Network international channels: Aaj Tak, a Hindi-language channel, and Headlines Today, an English-language channel from India.

Broadcast from India, Aaj Tak and Headlines Today feature a wide array of special programming on politics, sports, business, entertainment and international issues.

"We are excited to serve as the exclusive pay-TV provider of Aaj Tak and Headlines Today channels in the United States," said Tracy Thompson, vice president of International Programming for DISH Network. "Aaj Tak and Headlines Today offer top-rated, live news and current affairs programming for Hindi viewers."

Aaj Tak is a 24-hour, Hindi-language news channel that covers India news and culture. It has been recognized for the past four years as the "Best News Channel" by The Indian Television Academy. Aaj Tak features daily news bulletins like "Aaj Subah," a breakfast news show, and weekly programs like "Duniya," covering the week's international news each weekend. Both channels feature sports news straight from India, live cricket tournaments and Olympics, when available.

Headlines Today is an English-language news channel that offers information on India in addition to international coverage. Headlines Today targets a young, on-the-move, English-speaking, urban audience and features "Headstart," the crisp breakfast show, "Sensex Today," providing live updates on the stock market, and "Big Ticket," a weekly movie review program.

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"Launching Aaj Tak and Headlines Today on DISH Network offers viewers live news and analysis from their home country," said G Krishnan, CEO of TV Today Network. "We look forward to a mutually beneficial agreement with DISH Network that will bring the unique culture of India into living rooms throughout the U.S."

Customers can subscribe to both Aaj Tak and Headlines Today in the following packages: News Add On package (three channels) for \$9.99 per month or the Mega Pack (10 channels) for \$49.99 per month. Customers can contact 1-800-887-7264, [www.dishnetwork.com](http://www.dishnetwork.com) or their local retailer for more information on how to subscribe.

DISH Network offers 117 international channels from over 25 countries in more than 28 languages, including Urdu, Tagalog, Armenian, Korean, Greek, Italian and French.

### **About EchoStar Communications Corporation**

EchoStar Communications Corporation (NASDAQ: DISH) serves more than 11.4 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). About TV Today

TV Today Network launched Aaj Tak as a 24-hour Hindi news channel. Aaj Tak emerged as a clear trendsetter by making news a part of the average Indian's daily life. In four years, Aaj Tak has evolved into the Nations Best News Channel. Headlines Today is India's first 24-hour exclusive English news channel and is the preferred choice of the young urbanite.

### **Contact:**

Corporate Communications,  
[press@dish.com](mailto:press@dish.com) or 720-514-5351  
Customer Service,  
[executivecustomerservice@dish.com](mailto:executivecustomerservice@dish.com)  
Employment Verification, [voe@dish.com](mailto:voe@dish.com)

