

# Texas Town Renames Itself 'DISH'; Each DISH Resident to Get 10 Years of Free DISH Network Programming

DISH, Texas--([BUSINESS WIRE](#))--Nov. 16, 2005--EchoStar Communications Corporation (Nasdaq:DISH), its DISH Network(TM) satellite TV service and the town of Clark, Texas, announced today that the town of Clark has accepted DISH Network's challenge to re-brand itself as part of the DISH City Makeover.

As of today, Clark, Texas, a small tight-knit bedroom community located a half hour north of Fort Worth, Texas, has legally changed its name to DISH, Texas. In exchange, DISH Network has agreed to provide every household in the town of DISH 10 years of free basic satellite TV programming, including equipment and standard installation. DISH Network introduced the DISH City Makeover as part of recent re-branding efforts and a new advertising campaign trumpeting "Better TV for All."

"We are thrilled that the town of Clark has accepted the DISH City Makeover challenge," said Michael Neuman, president of EchoStar's DISH Network. "By officially changing the town's name, the residents of DISH will experience first hand what 'Better TV for All' truly means, while at the same time saving hundreds of thousands of dollars over the next decade."

The Clark Town Commissioners voted to rename the town DISH Tuesday evening at a packed town hall meeting. Clark, first incorporated as a town in 2000, is located 25 miles north of Ft. Worth and has a population of 125. The town of Clark is a rural agricultural and ranching community as well as a bedroom community for commuters who work in the Dallas-Ft. Worth area.

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"We are all very excited about our new relationship with DISH Network," said Bill Merritt, Mayor of DISH, Texas. "We accepted this challenge because we believe this relationship will give us a unique opportunity to put our town on the map, and we hope it will help us attract new people and businesses so that our town can grow in the right direction. With free DISH Network satellite TV, we'll become a place people are proud to be a part of."

Under the terms of the agreement, DISH Network agrees to provide every household within the city limits America's Top 60 programming package for 10 years, free standard installation and a free digital video recorder satellite TV receiver. In return, the town of Clark will legally change its name to DISH. Town signs will be changed to reflect the town's new identity, including the signs at the town hall, the town entrance, and all of the city limit signs.

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 lowest price for all-digital programming across America.

In addition, Neuman and Merritt will be available at a press conference live from DISH, Texas, on Wednesday, Nov. 16, at 10:30 a.m. (ET). In U.S./Canada, dial 866-519-1844. For international press, dial 706-634-1914.

Visit [www.dishnetwork.com/press](http://www.dishnetwork.com/press) for live audio stream of the press conference or to download high-resolution photos from the town.

For TV press, video footage and live interviews via satellite with the mayor and DISH Network president are available from 5:00 a.m. to 9:00 a.m. Eastern Time on Wednesday, Nov. 16, at the following coordinates: IA8 K15 slot C @ 9MHz, uplink frequency- 14309.000H, downlink frequency- 12009.000V. Contact Mark Cicero at 303-653-2426 to schedule an interview.

## About EchoStar

EchoStar Communications Corporation (Nasdaq:DISH) serves more than 11.71 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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