

DISH Network Offers 'DishFAMILY' Programming Tier, Providing Parents with Worry-Free TV; Low Cost Package Furthers DISH Network's Standing as Lowest-Priced All Digital TV Provider in Nation

ENGLEWOOD, Colo.--(BUSINESS WIRE)--Feb. 1, 2006--EchoStar Communications Corporation (Nasdaq:DISH) and its DISH Network(TM) satellite TV service now offers "DishFAMILY," a new "family-friendly" programming package with 40 channels. At \$19.99 per month, DishFAMILY is not only the lowest priced "family programming" package available, it is also the lowest priced all digital TV package in America. Now with four primary programming tiers, DISH Network customers have even more choices.

According to PEW Research Center, 75 percent of 1,505 adults polled in 2005 favor tighter enforcement of government rules on TV content during hours when children are most likely to be watching television. The DishFAMILY package meets parents' needs by ensuring that children are watching content that is appropriate while also offering channel choices for everyone in the family such as sports, news, children's programming, lifestyle, hobbies, shopping and public interest. With DishFAMILY, customers will get valuable, family-sensitive content at the low price of \$19.99 per month (\$24.99 per month with local channels). This is an approximate \$12 savings over the average cable company family tier.

Other pay-TV providers have introduced "family" packages but with fewer channels and with a requirement that customers must purchase the family package along with a basic cable package that may be inappropriate for family viewing. DISH Network offers DishFAMILY as a stand alone package and with a robust family channel lineup. In addition, DishFAMILY is available with a free satellite TV receiver and free professional installation for up to four rooms.

"Since kids are spending an average of four hours watching television each day, we believe that it is important to provide content that is appropriate for viewing by all family members regardless of their age," said Eric Sahl, senior vice president of Programming for DISH Network. "Our DishFAMILY package offers programming that includes popular children's, religious and general family entertainment programming. We have responded to the concerns of parents and policymakers and designed a worry-free TV package to meet the needs of all DISH Network families."

DISH Network, an advocate of family viewing protections, has been a pioneer in advanced parental control technology available to customers at no additional cost. DISH Network's extensive parental controls include password protection, lock-by-ratings and extended ratings, system and channel locks, and DISH Network's own Adult Guard and Hide Adult Programming features, which when activated remove adult content and channel descriptions from that specific customer's program guide. Also, for customers who subscribe to DishFAMILY the "Hide Adult Programming" feature will automatically be enabled on receivers, blocking certain adult channels and their content descriptions from the program guide.

With the addition of DishFAMILY, DISH Network now offers four primary programming tiers: DishFAMILY, America's Top 60, America's Top 120 and America's Top 180. DISH Network also offers Spanish-language, international and high definition TV packages.

Customers can contact DISH Network at 800-333-DISH (3474), or their local retailer for more information on how to subscribe to DISH Network. To learn more about DISH Network's programming offers, visit www.dishnetwork.com.

“Support for
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About EchoStar

EchoStar Communications Corporation (Nasdaq:DISH) serves more than 12 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 or call 800-333-DISH (3474).

About PEW Research Center Study

Visit <http://people-press.org/reports/display.php3?ReportID=241> to learn more about the "Support for Tougher Indecency Measures, But Worries About Government Intrusiveness" study released April, 19, 2005.

Parents Television Council website

According to the Parents Television Council website, <http://www.parentstv.org/PTC/facts/mediafacts.asp> the average time children spend watching TV each day is four hours.

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