

# ESPN Deportes and DISH Network(TM) Take One Lucky Soccer Fan to Germany This Summer; The Winner Will Receive a Walk-On Role in 'Goal! 3,' an Upcoming Movie to be Filmed in Germany this Summer

BRISTOL, Conn. & ENGLEWOOD, Colo.--[\(BUSINESS WIRE\)](#)--April 19, 2006--ESPN Deportes and EchoStar's DISH Network(TM) are giving soccer fans nationwide an opportunity of a lifetime this summer. For everyone who has ever dreamed of being part of a movie and being right in the heart of the action, the chance of a lifetime has arrived. ESPN Deportes and DISH Network have launched a sweepstakes in celebration of "Goal! The Dream Begins," in theatres May 12. The grand prize in this consumer promotion is a walk-on extra role in "Goal! 3," the third film in the "Goal" trilogy to be filmed in Germany this summer during the most coveted soccer tournament in the world.

Chosen at random from a national sweepstakes, one grand prize winner will get, courtesy of ESPN Deportes and DISH Network, an exclusive walk-on extra role in "Goal! 3." The one-month consumer promotion was launched yesterday, just weeks before the May 12 domestic release of "Goal! The Dream Begins," the first installment of the soccer trilogy. "Goal! The Dream Begins" chronicles the life of Santiago Munez (Kuno Becker), an underprivileged Mexican-American immigrant who makes his way from East Los Angeles to England with hopes of becoming a Premier League soccer star. When Santiago is given the chance of a lifetime, he must leave his family in Los Angeles and everything that he knows to travel halfway around the globe to England and

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into a completely foreign world.

"At ESPN, we continue to look for creative ways to work with our affiliates and 'Goal! The Dream Begins' consumer promotion is an example of how we engage our fans in the celebration and excitement of sports," said Robyn Remick, vice president, affiliate marketing, Disney and ESPN Media Networks. "This summer, soccer will be the engine driving the hearts of sports fans around the world and we're taking the excitement to another level by bringing one fan to the heart of the action."

"DISH Network's DishLATINO viewing packages offer some of the best soccer coverage in the nation, and we wanted a way to give soccer fans an even more exciting way to connect to their favorite sport," said Phil Klein, vice president of Marketing for DISH Network. "We see the passion our Latino viewers have for soccer every day, and are thrilled to reward one lucky winner a truly unique soccer experience."

"'Goal!' has allowed me to live every soccer fan's dream and now this great sweepstakes will give someone the chance to share the same dreams," said Kuno Becker. "Thanks to ESPN Deportes and DISH Network for not only providing this great opportunity to see behind the scenes of the making of 'Goal 3,' but for also taking care of my soccer fix as I never miss a match on ESPN Deportes, broadcast on DishLATINO."

The total grand prize package will include airfare and hotel accommodations for two. Participants can fill out a sweepstakes entry form on [www.espndeportes.com](http://www.espndeportes.com) or [www.dishnetwork.com/espanol](http://www.dishnetwork.com/espanol) to register for the promotion. For official rules and more information about "Goal! The Dream Begins" sweepstakes, visit [www.espndeportes.com](http://www.espndeportes.com) or [www.dishnetwork.com/espanol](http://www.dishnetwork.com/espanol). The promotion ends Monday, May 15.

## About ESPN Deportes

ESPN Deportes is the brand under which ESPN Inc. has been serving U.S. Hispanic sports fans since 2000. In addition to ESPN Deportes TV, the roster of branded initiatives now includes ESPN Deportes Radio, the only around-the-clock national Spanish-language sports radio network; ESPNdeportes.com, a fully integrated Spanish-language website; ESPN Deportes La Revista, a Spanish-language version of the popular ESPN The Magazine; and ESPN Deportes Wireless, which offers mobile phone subscribers images of their favorite Latino sports stars.

## 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. pay-TV provider 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).

For photo click here: <http://media.espn.com/MediaZone/goal.htm>

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