

Football Fans Score Big with DISH Network; More Football for about Half the Price of Digital Cable; Tiki Barber and Other NFL Players Say 'I Want Football 24/7'

ENGLEWOOD, Colo.--([BUSINESS WIRE](#))--Aug. 21, 2006--Football fanatics everywhere are demanding it and DISH Network(TM) is giving it to them - football 24/7 and games every night of the week. Dedicated fans are guaranteed not to miss any of the action on the field with DISH Network's total football package including NFL Network, ESPN and local channels - adding up to seven nights a week of NFL football.

"The Monday night football game is ingrained into American culture, a ritual embraced by millions of sports fans across the country," said Jody Martin, senior vice president of marketing for DISH Network. "But now there's something else to look forward to - Thursday and Saturday night primetime games broadcast live on NFL Network beginning Thanksgiving night, along with DISH Network's extensive coverage of football - all for about half the price of digital cable."

Along with games broadcast on ESPN and local channels, customers will enjoy NFL Network's exciting lineup including eight regular season games airing on Thursday and Saturday nights, 52 preseason games, director's cut game replays, and NFL Films' Game of the Week. NFL Network is available to DISH Network customers on the America's Top 60 package for \$24.99 per month for 10 months (local channels included).

Additionally, high definition fans will feel like they're watching from the sidelines, as DISH Network offers the largest HD lineup in the U.S. with 30 channels

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including NFL Network and ESPN in HD. DISH Network is the only satellite TV provider to offer NFL Network HD, available in the DishHD Bronze package for \$34.99 per month for 10 months.

New DISH Network subscribers will also receive free standard professional installation in up to four rooms, a free DVR or HD receiver upgrade and no equipment to buy, and a choice of premium movie package free for three months (HBO, Showtime, Starz, or Cinemax).

To celebrate the start of the 2006 NFL season, DISH Network has teamed up with NFL Network to create a new multimedia ad campaign. New York Giants' premier running back and DISH Network fan Tiki Barber is featured throughout the brand's television, radio, print and online advertising, championing the rallying cry "I want football 24/7." Four other headlining NFL players will join Tiki to promote DISH Network's football lineup in select regions. The multimedia campaign, which launched today, was created by Los Angeles-based Woo Agency.

"Tiki Barber is an avid fan of DISH Network and we're obviously fans of his, as he is one of the most accomplished and recognized players in the National Football League," said Martin. "This is a great opportunity for us to join together to promote the new lineup to his fans and football fans everywhere who don't want to pay a hefty price to watch the games."

To support the new multimedia campaign, DISH Network has also launched a new web site, www.lwantfootball24-7.com, where visitors will have a chance to play games, win prizes and enter a sweepstakes for a chance to win a trip to the 2007 Pro Bowl in Honolulu, Hawaii, February 10.

For more information or to subscribe to DISH Network, visit www.dishnetwork.com, call 1-800-333-DISH (3474) or visit a local DISH Network retailer.

About EchoStar

EchoStar Communications Corporation (NASDAQ: DISH) serves more than 12.46 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 1-800-333-DISH (3474).

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