

# DISH Network Adds Another Channel to Industry's Largest HD Lineup

## *NHL Network HD Latest Example of DISH Network's Best Variety in HD*

DISH Network(r), home of the best sports and movies in high definition (HD) as well as the best HD DVR in the industry, announced today the launch of its latest HD channel: NHL Network HD. This addition brings DISH Network's national HD programming lineup to 75 channels -- the most offered by any pay-TV provider in the United States.

"For the past two years, DISH Network has pioneered the HD revolution by offering consumers the most HD channels -- a fact that still holds true today," said Eric Sahl, senior vice president of Programming for DISH Network. "The addition of NHL Network HD is a score for hockey fans, who will benefit from the amazing graphic picture quality DishHD brings to the home viewing experience and who are now guaranteed to never miss a hat trick with the best HD DVR on the planet."

NHL Network is the first national network dedicated entirely to hockey giving viewers unprecedented 24-hour access to the most comprehensive hockey coverage, both on and off the ice. NHL Network will broadcast 50 live regular-season games in addition to classic games, documentaries, instructional shows, highlights and more.

DISH Network offers NHL Network HD at the best total value. Subscribers to America's Top 100 package (or above) with DishHD receive NHL Network HD free on Channel 403. NHL Network HD is also available to NHL Center Ice subscribers on Channel 559. DishHD is available free for six months to new customers, and new DISH Network subscribers may also receive a free upgrade to the company's industry-leading and award-winning HD DVR receivers. Through Jan. 31, 2008, both current and new qualifying DISH Network DishHD customers may also enjoy up to \$800 of instant savings on a variety of Sharp's most popular line of flat panel HDTVs.

For more information about DISH Network, DishHD or the Sharp HDTV discount call 1-800-333-DISH (3474), visit [www.dishnetwork.com](http://www.dishnetwork.com) or contact your local retailer.

## **About EchoStar Communications Corporation**

EchoStar Communications Corporation (Nasdaq:DISH) has been a leader for more than 27 years in satellite TV equipment sales and support worldwide. The Company's DISH Network(r) is the fastest-growing pay-TV provider in the country since 2000, providing more than 13.585 million satellite TV customers with industry-leading customer satisfaction which has surpassed major cable companies for seven years running. DISH Network customers also enjoy access to a premier line of award-winning Digital Video Recorders (DVRs), hundreds of video and audio channels, the most International channels in the U.S., industry-leading Interactive TV applications, Latino programming, and the best sports and movies in HD. DISH Network offers a variety of package and price options including the lowest all-digital price in America, the DishDVR Advantage Package, high-speed Internet service, a free upgrade to the best HD DVR in the industry, and six months free of DishHD. EchoStar is included in the Nasdaq-100 Index (NDX) and is a Fortune 300 company. Visit [www.echostar.com](http://www.echostar.com) or call 1-800-333-DISH (3474) for more information.

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## About NHL Network

As the definitive hockey destination, NHL Network offers viewers a 24-hour all-access pass to complete hockey coverage both on and off the ice, including live NHL games featuring stars such as Sidney Crosby and Alexander Ovechkin. The network's daily signature show -- NHL On The Fly -- offers fans exclusive live look-ins to NHL games, including goals, shootouts, extended highlights, stellar saves, features, interviews, pre- and post-game reports, team press conferences, expert analysis from a variety of hockey insiders and former players, plus special event coverage from the NHL All-Star Game, NHL Stanley Cup Final and NHL Entry Draft. Additional NHL Network programming includes international and amateur hockey, player profiles, interview shows and youth-oriented programs. NHL Network is operated out of Canada and is available in the United States by contacting digital cable or satellite providers.

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