

# DISH Network Announces TV Guide Channel's New Interactive TV Functionality with Gemstar-TV Guide and Ensequence

***New ITV Service Provides Interactive Expert TV Recommendations While Facilitating Pay-Per-View Ordering and Digital Recording Services***

ENGLEWOOD, Colo. & LOS ANGELES--EchoStar Communications Corporation (NASDAQ: DISH) and its DISH Network™ satellite TV service; Gemstar-TV Guide International (NASDAQ: GMST), a leading media, entertainment and technology company; and Ensequence®, the interactive video company, today announced that a new ITV application from TV Guide Channel will be available on DISH Network in the second quarter of 2007. In addition, all TV Guide Channel programming on DISH Network will be full screen beginning May 2, 2007 on the new channel location 117.

TV Guide Channel's ITV application is an intuitive, easy-to-use application that will enable viewers to interact with expert recommendations from TV Guide while they watch the TV Guide Channel on DISH. The application will be one of two interactive applications offered by Gemstar-TV Guide that provide television viewers a dynamic capability, launched from a linear channel.

DISH Network subscribers can launch the TV Guide Channel ITV application by pressing "Select" on their remote while tuned to TV Guide Channel on DISH Network channel 117, or by selecting the application from under the Entertainment category on DishHOME channel 100. TV Guide Channel's ITV application provides expert recommendations for what to watch in up to 10 different categories at a time. In addition, DISH Network customers can set program reminders, schedule digital video recordings, upgrade their DISH Network package and order pay-per-view programming.

"We are excited to offer our subscribers an added dimension to our ITV platform on the robust, user-friendly TV Guide Channel, powered by Ensequence," stated Michael Kelly, executive vice president of Commercial and Business Services for EchoStar.

"As the market leaders of interactive TV applications, DISH Network and Ensequence are the perfect partners to launch TV Guide Channel's new interactive capabilities," said Ryan O'Hara, president of TV Guide Channel, SPOT and Broadband. "TV Guide Channel will create a meaningful interactive TV experience for DISH Network customers because it will simplify and personalize TV viewing choices. The development of TV Guide Channel's ITV application is just one example of how TV Guide continues to evolve the brand by providing new products and services that innovate and add value to the consumer."

Expert editorial recommendations provided by TV Guide will be updated frequently and will offer viewers genre-based TV listings to simplify program selection. TV listings and show recommendations are the foundation of TV Guide, offering viewers an unparalleled service to help navigate today's multi-channel environment.

TV Guide Channel's ITV application was developed in partnership with Ensequence, which worked with TV Guide Channel to design the experience and interactive television functionality to give viewers maximum value from the listings service. The Ensequence professional services group developed the TV Guide Channel application using the on-Q® Create suite.

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"TV Guide Channel's vision of an advanced interactive channel was a perfect match with our market-leading interactive video technology," said Dalen Harrison, chief executive officer of Ensequence. "TV Guide Channel is taking interactive TV experiences to a new level, and this application is a leading example of the future of enhanced interactive channels in the United States."

### **About EchoStar Communications Corporation**

EchoStar Communications Corporation (Nasdaq: DISH) has been a leader for more than 26 years in satellite TV equipment sales and support worldwide. The Company's DISH Network™ is the fastest-growing pay-TV provider in the country since 2000 and currently serves more than 13.1 million satellite TV customers. DISH Network offers a premier line of industry-leading Digital Video Recorders (DVRs) and hundreds of video and audio channels as well as the most national HD and International channels in the U.S., Interactive TV, Latino and sports programming. DISH Network also provides a variety of package and price options including the lowest all-digital price in America and the DishDVR Advantage Package. 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.

### **About Gemstar-TV Guide**

Gemstar-TV Guide International, Inc. (the "Company") (NASDAQ: GMST) is a leading global media, entertainment, and technology company that develops, licenses, markets and distributes products and services that maximize the video guidance and entertainment experience for consumers. The Company's businesses include: television, publishing, and new media properties; interactive program guide services and products; and intellectual property licensing. Additional information about the Company can be found at [www.gemstartvguide.com](http://www.gemstartvguide.com).

This news release may contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, as amended. Any such forward-looking statements are not guarantees of future performance or results and involve risks and uncertainties that may cause actual performance or results to differ materially from those in the forward-looking statements, including risks and uncertainties related to the timely availability and market acceptance of products and services incorporating the Company's technologies and content; our investments in new and existing businesses; the impact of competitive products and services; and the other risks detailed from time to time in the Company's SEC reports, including the most recent reports on Forms 10-K, 10-Q and 8-K, each as it may be amended from time to time. The Company assumes no obligation to update these forward-looking statements.

Note to Editors: Gemstar, TV Guide and TV Guide On Screen are trademarks or registered trademarks of Gemstar-TV Guide International, Inc. and/or its subsidiaries. The names of other companies, products and services used herein are for identification purposes only and may be trademarks of their respective owners.

### **About TV Guide Channel**

TV Guide Channel reaches nearly 80 million homes and is the premier television entertainment network for viewers seeking the latest information on the best programs, hottest stars and latest trends on television. Headquartered in the heart of Hollywood at its TV Guide Studios, the network combines original programming with comprehensive program listings information - all of which deliver on viewers' need for an entertaining and easy guide to what's on TV. TV Guide Channel is owned and operated by TV Guide Networks, Inc., a subsidiary of Gemstar-TV Guide International, Inc.

### **About Ensequence**

Ensequence, the interactive video company, is the world's leading provider of software used to create, manage and distribute interactive video content across TVs, PCs and mobile devices. Ensequence on-Q® software suites and professional services deliver multi-platform interactive capabilities to advertisers, programmers and operators worldwide. Leading programmers, advertisers and operators rely on Ensequence software and services to create and broadcast their interactive video content, including the BBC, BSkyB, Cox Communications, DISH Network, Disney, Hewlett-Packard, Major League Baseball

Advanced Media, MTV Networks UK & Ireland, QVC UK, Sky Sports, TV Guide and UKTV. For more information about Ensequence, visit [www.ensemble.com](http://www.ensemble.com).

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