

EchoStar Invests \$40 Million in TU Media Corp.

Strategic Investment Furthers Expansion of Emerging Global Mobile TV Services and Technologies

ENGLEWOOD, Colo.--EchoStar Asia Holdings Corporation, a subsidiary of EchoStar Communications Corporation (NASDAQ:DISH), today announced it has invested \$40 million in TU Media Corp., South Korea's only operator of satellite digital multimedia broadcasting (S-DMB) services with more than one million subscribers. As a result of this transaction, EchoStar becomes the second largest shareholder of TU Media Corp. SK Telecom, Co. LTD, a leading mobile operator in Korea, remains the largest shareholder of TU Media Corp.

"We are pleased to partner with TU Media Corp., a pioneer in satellite digital multimedia broadcasting, and we see a bright future ahead for their business," said Steve Schaver, President, EchoStar International. "Linked together, TU Media Corp., SK Telecom, and EchoStar can accelerate the adoption of mobile video."

"Strong financial backing from leading providers of satellite-delivered digital television such as EchoStar will allow TU Media Corp. to maintain a competitive advantage in mobile broadcasting services," said Ki-Han Park, Vice President of TU Media Corp. "Our strategic partnerships afford us the opportunity to pursue cutting edge and innovative solutions that will define the next generation of mobile entertainment, and we look forward to working with EchoStar and SK Telecom to further expand our mobile video business in Korea and worldwide."

"SK Telecom is proud of the progress delivered by TU Media Corp., as the milestone of one million subscribers is a significant achievement," said Shin Cho, Senior Vice President of SK Telecom. "We look forward to working closely with EchoStar as a strategic partner, whose more than 13 million subscribers demonstrate a firm commitment on behalf of the company to provide consumers with the best value and choice in programming."

About EchoStar

EchoStar Communications Corporation (Nasdaq:DISH) serves more than 13 million satellite TV customers through its DISH Network(TM), the fastest-

growing pay-TV provider in the country since 2000. DISH Network's services include hundreds of video and audio channels, Interactive TV, HDTV, sports and international programming, together with professional installation and 24-hour customer service. EchoStar has been a leader for more than 25 years in satellite TV equipment sales and support worldwide. EchoStar is included in the Nasdaq-100 Index (NDX) and is a Fortune 300 company. Visit EchoStar's Web site at www.echostar.com or call 1-800-333-DISH (3474).

About SK Telecom Co., LTD

SK Telecom (NYSE:SKM, KSE:017670) is the top wireless communication provider in Korea, where it has more than 20 million subscribers taking up more than 50% of the total market. The company, established in 1984, reached KRW 10 trillion (USD 10.7 billion) in revenue in 2005. SK telecom was the first to launch and commercialized CDMA, CDMA 2001x, CDMA EV-DO and HSDPA networks, and it currently provides cellular, wireless internet, mobile media, global roaming service and more. For more information please visit www.sktelecom.com/eng.

About TU Media Corp.

TU Media Corp. is South Korea's first mobile broadcast service company headquartered in Seoul, South Korea. TU Media is the only corporation in Korea that has received permission from the government to provide services for satellite DMB (Digital Multi-media Broadcasting). TU Media started commercial DMB service on May 1, 2005 and passed 1 million satellite mobile TV customers milestone in 2006. TU Media currently offers 15 video channels and 19 audio channels. SK Telecom is largest shareholder of TU Media. For more information please visit www.tu4u.com or call +82-2-6060-3912.

Contact:

EchoStar
Kathie Gonzalez, 720-514-5351
press@echostar.com

or

TU Media
Kwang Heo, +82-2-6060-3814
deltachi@tu4u.com

or

SK Telecom Co., LTD
Cindy Kang, +82-2-6100-3823

press@sktelecom.com
