

# DISH Network Unveils Low-Cost, Thin-Panel LCD High-Definition TVs; Complete HDTV System Offers 30-inch LCD TV, HD Satellite Receiver, Delivery and Installation for Less than \$1,600

LAS VEGAS--([BUSINESS WIRE](#))--Jan. 6, 2005--EchoStar Communications Corporation (NASDAQ: DISH) announced today at the 2005 International Consumer Electronics Show in Las Vegas that the company's DISH Network(TM) satellite TV service is introducing two high-definition, liquid-crystal display (LCD), thin-panel TVs at unmatched prices. When subscribing to DISH Network's Digital Home Advantage lease program, customers will have the option to purchase state-of-the-art, 30-inch or 40-inch LCD TVs for an MSRP of \$1,599 and \$3,999 respectively. The Digital Home Advantage lease program offers a DISH 811 high-definition satellite TV receiver and dish antenna, free delivery and free standard professional installation.

DISH Network LCD TVs include the following: stylishly and functionally thin profiles (30-inch LCD monitor is 3.3 inches deep); the ability to double as a computer monitor; flexibility of wall mounting or shelf standing; one of the fastest refresh rates, optimizing clarity for the casual viewer and home theater buff alike; and detachable speakers for placement flexibility.

"We challenge anyone to find a cable or another satellite TV company that will provide an LCD TV loaded with all the features we're including, as well as connection to DISH Network programming, at this low price," said Mark Jackson, president of EchoStar Technologies Corporation. "DISH Network has eliminated the time-consuming hassle of working with multiple companies to find the look and sound you want."

DISH Network's new thin-panel LCD TVs include many features typically found in more expensive high definition televisions. They include the following features:

- A compact, detachable media box for convenient connection of audio/video equipment such as a DISH Network satellite TV receiver, DVD player or even a computer. Set up horizontally or vertically, the box includes one digital visual interface (DVI) input, two high-definition component inputs and one video graphics array (VGA) input, as well as a full complement of standard definition input and output connections.
- Picture-in-picture and split-screen viewing.
- Attractive, black-colored face and base with silver speakers.
- 1280 x 768 resolution with widescreen aspect ratio. Accepts 1080i, 720p, 480p and 480i resolutions.
- Contrast ratio of 600:1 and brightness of 450 nits, combining to deliver a brilliant and razor-sharp picture.
- 3:2 reverse pulldown and 3-D digital comb filter for enhanced standard definition viewing.

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-- Vertical and horizontal optical viewing angles of 170 degrees so the entire family can have a clear view of the screen.

DISH Network customers who purchase an LCD HDTV can subscribe to DISH Network's HD Pak for \$9.99 per month. HD Pak includes five channels: ESPN HD, Discovery HD Theater, HDNet, HDNet Movies and TNT HD. Under a special promotion, DISH Network is offering new customers six months free of the HD Pak and offering existing customers half off the monthly price for the HD Pak for 12 months. DISH Network also offers HBO, Showtime, a pay-per-view channel and CBS in high definition.

The DISH 811 has a built-in, off-air tuner featuring seamless on-screen navigation between off-air digital or analog programming and DISH Network's high-definition and standard-definition programming. Also included with the DISH 811 are a UHF four-component universal remote control, parental control locks, electronic program guide, themes lists, favorite channels lists, one-touch channel return, closed-caption support and alternate audio.

DISH Network LCD HDTVs will be available initially through DISH Network retailers and soon through other DISH Network distribution channels. Consumers can learn more about DISH Network products at [www.dishnetwork.com](http://www.dishnetwork.com) or by calling 1-800-333-DISH (3474).

#### About EchoStar

EchoStar Communications Corporation (NASDAQ: DISH) serves more than 10.4 million satellite TV customers through its DISH Network(TM), the fastest growing U.S. provider of advanced digital television services in the last four years. DISH Network offers hundreds of video and audio channels, Interactive TV, high definition television, sports and international programming, together with professional installation and 24-hour customer service. DISH Network ranks No. 1 in Customer Satisfaction among Cable/Satellite TV Subscribers by J.D. Power and Associates. Visit EchoStar's DISH Network at [www.dishnetwork.com](http://www.dishnetwork.com) or call 1-800-333-DISH (3474).

Artwork: Photo of DISH Network's 40-inch LCD TV is available on our Website at [www.dishnetwork.com/content/aboutus/presskit/index.shtml](http://www.dishnetwork.com/content/aboutus/presskit/index.shtml).

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