

# DISH Network Will Launch One Lucky Winner's Name into Space; DISH Network Satellite TV Sweepstakes Invites Customers to Dedicate Next Satellite

ENGLEWOOD, Colo.--(BUSINESS WIRE)--Aug. 16, 2005--EchoStar Communications Corporation (NASDAQ: DISH) and its DISH Network(TM) satellite TV service launched today the Reach for the Stars Sweepstakes, giving one customer the chance to dedicate its next satellite.

"As part of DISH Network's new 'Better TV for All' branding and advertising campaign, we are offering the chance for one lucky person to put his or her name on our next satellite," said Jody Martin, senior vice president of Marketing at EchoStar. "DISH Network is proud to make this offer in celebration of EchoStar's 25-year anniversary."

When EchoStar launches its 10th DISH Network satellite into geosynchronous orbit 22,300 miles above the earth next year, one randomly chosen winner will have the name of their choice permanently placed on the EchoStar X satellite. EchoStar X, designed and built by Lockheed Martin Commercial Space Systems (NYSE: LMT), based in Newtown, Pa., will be launched by Sea Launch Company, headquartered in Long Beach, Calif., on a Zenit-3SL launch vehicle. EchoStar X is one of the most important, new-generation satellites for DISH Network that will deliver more services, including local channels in high definition.

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To enter the sweepstakes, consumers can simply visit [www.dishnetwork.com](http://www.dishnetwork.com), click on the Reach for the Stars banner, and type the name they wish to have placed on the satellite. The winner will also receive \$1,000 and a trip for two adults to California to attend the official Rocket Signing Ceremony for photos and tours. Entrants will also be able to print a confirmation of an illustration of a rocket with their name on it. As a bonus, if participants refer the sweepstakes to a friend or family member through the website, they will also be eligible to win one year of America's Top 60 programming package, including locals where available, and a complete satellite TV system featuring digital video recording.

The sweepstakes begins Aug. 16 and ends Sept. 30. No purchase is necessary. Participants can enter the sweepstakes through [www.dishnetwork.com](http://www.dishnetwork.com) or by mailing a postcard to Reach for the Stars Sweepstakes. See sweepstakes rules at [www.dishnetwork.com](http://www.dishnetwork.com) for complete details.

DISH Network provides "Better TV for All" by giving customers the latest technology such as high-definition TV and digital video recording, award-winning customer satisfaction and America's lowest price for all-digital programming.

For more information on DISH Network, visit [www.dishnetwork.com](http://www.dishnetwork.com), call 800-333-DISH (3474), or contact your local DISH Network retailer.

## About EchoStar

EchoStar Communications Corporation (NASDAQ: DISH) serves more than 11.4 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](http://www.dishnetwork.com) or call 800-333-DISH (3474).

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