

EchoStar Acquires Distribution Rights to ICC Cricket World Cup 2007

ENGLEWOOD, Colo.--([BUSINESS WIRE](#))--March 8, 2006--EchoStar Satellite LLC, a subsidiary of EchoStar Communications Corporation (Nasdaq:DISH), announced today that it has acquired from the Global Cricket Corporation (GCC) the exclusive rights to distribute on television, radio, broadband and internet the International Cricket Council (ICC) Cricket World Cup 2007 in Canada, Mexico, Central and South America and Dutch Antilles. In the United States, including Puerto Rico and the U.S. Virgin Islands, EchoStar secured non-exclusive television rights and exclusive radio, broadband and internet distribution.

EchoStar is offering the event for sublicensing to cable, satellite or internet providers.

"The ICC Cricket World Cup 2007 is an extremely popular international event viewed by a world-wide audience in excess of one billion people and is closely followed by people who reside within the cricketing nations as well as fans living in the U.S.," said Michael Kelly, executive vice president of EchoStar. "EchoStar is pleased to bring this global event to viewers and listeners in areas outside the U.S. as well as make it available to 12 million DISH Network satellite TV viewers in the U.S."

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As part of EchoStar's agreement with GCC, EchoStar has acquired the similar rights to the ICC Champions Trophy 2006 which is viewed by many as a prelude to the World Cup. The team from West Indies will defend the Champions Trophy in October/November in India this year.

"Global Cricket Corporation looks forward to working with EchoStar again at the ICC Champions Trophy 2006 later this year and at the ICC Cricket World Cup 2007 next year," said Ian Frykberg, managing director of GCC.

Live coverage of the 51-match tournament from the West Indies will begin on March 11, 2007. The final match will be held in Barbados in the completely redesigned Kensington Oval.

The ICC Cricket World Cup 2007 is slated to include the national teams of Australia, Bangladesh, Bermuda, Canada, England, India, Ireland, Kenya, The Netherlands, New Zealand, Pakistan, Scotland, South Africa, Sri Lanka, West Indies and Zimbabwe.

EchoStar has certain rights available for sub-licensees to distribute in the following territories: Canada, Mexico, Central and South America and the Dutch Antilles. EchoStar's DISH Network satellite TV service will broadcast the ICC Cricket World Cup 2007 and ICC Champions Trophy 2006 on a non-exclusive basis in the United States.

For more information on sublicensing rights, please contact EchoStar at 720-514-5351.

About EchoStar

EchoStar Communications Corporation (Nasdaq:DISH) serves more than 12 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 or call 800-333-DISH (3474).

About ICC/IDI

The International Cricket Council (ICC) represents all cricket-playing nations around the world. Its primary role is to administer the game and oversee its development and expansion. The ICC organizes various events each year under its banner. The premier event is the ICC Cricket World Cup which is held every four years. In addition, there is the ICC U/19 Cricket World Cup (held every two years), the ICC Champions Trophy (every two years) and the ICC Trophy.

About GCC

Global Cricket Corporation (GCC), under a seven-year agreement signed in July 2000 with the ICC/IDI, holds certain exclusive commercial rights to 11 ICC one-day international events including the ICC Cricket World Cup 2007 and ICC Champions Trophy 2006, including the exclusive right to produce the international television feed and the exclusive right to grant television, radio and internet and sponsorship rights worldwide.

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