

# DISH Network Freezes Prices On Most Popular Packages

## *DVR Customers Lock in Prices and Save*

DISH Network(r) (Nasdaq:DISH) today announced a freeze on pricing for its most popular programming packages, including the DishDVR Advantage. In addition, new and current DISH Network customers can take advantage of several new promotions and save even more on their monthly bills.

"DISH Network offers customers the best DVRs and programming available via our DishDVR Advantage packages starting at \$39.99 per month -- a price we're freezing until February 2009," said Jessica Insalaco, senior vice president and Chief Marketing Officer for DISH Network.

DISH Network's DishDVR Advantage packages includes the America's Top 100 or 200 programming package including local channels, plus a free two-room DVR and standard professional installation for \$39.99 or \$49.99 depending on the programming package selected. Customers who subscribe to the DishDVR Advantage package with America's Top 200 can upgrade to America's Top 250 Bonus Pack for just an additional \$10 per month.

DISH Network's HD DVRs consistently outperform other DVRs on the market -- including TiVo, as reviewed by CNET -- in terms of functionality, design, image quality, and features such as a 30-second skip button. Plus, new DISH Network customers can get the industry-leading ViP722 HD DVR for free, giving them access to more than 75 national HD channels.

DISH Network's DishFAMILY package, with 40 of the most popular family-friendly channels, will continue to be available for the same non-promotional price of \$19.99 per month. In addition to DISH Network's price freezes, the company is offering three months free programming to new customers, as well as waived activation fees and our DISH Home Protection Plan (DHPP) free for nine months.

"With the lowest all-digital price in America, plus more ways to save and top-of-the-line products, DISH Network is always looking out for our customers when it comes to quality, innovation and value," Insalaco said.

For more information about DISH Network's programming packages including the DishDVR Advantage or DVR technology, call 1-800-333-DISH (3474), visit [www.dishnetwork.com](http://www.dishnetwork.com), or visit your local DISH Network retailer.

## **About EchoStar Communications Corporation**

EchoStar Communications Corporation (Nasdaq:DISH) has been a leader for more than 27 years in satellite TV equipment sales and support worldwide. The Company's DISH Network(r) provides more than 13.695 million satellite TV customers with industry-leading customer satisfaction which has surpassed major cable companies for seven years running. DISH Network customers also enjoy access to a premier line of award-winning Digital Video Recorders (DVRs), hundreds of video and audio channels, the most International channels in the U.S., industry-leading Interactive TV applications, Latino programming, and

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the best sports and movies in HD. DISH Network offers a variety of package and price options including the lowest all-digital price in America, the DishDVR Advantage Package, high-speed Internet service, and a free upgrade to the best HD DVR in the industry. EchoStar is included in the Nasdaq-100 Index (NDX) and is a Fortune 300 company. Visit [www.dishnetwork.com/aboutus](http://www.dishnetwork.com/aboutus) or call 1-800-333-DISH (3474) for more information.

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