



It's Still Free. And It's Even Better

LITTLETON, Colo.--(BUSINESS WIRE)--Jan. 7, 1999--

EchoStar Expands Successful DISH Network's One-Rate Plan by Offering Rebates on Next Generation Satellite Receiver Systems

EchoStar Communications Corp. (NASDAQ: DISH, DISHP) announced today that DISH Network™ is expanding its most successful promotion ever by offering TWO next generation satellite receiver systems FREE, in conjunction with a rebate offer.

EchoStar's next generation models 3720 and 4720 offer customers more advanced features such as multiroom capabilities and Dolby Digital sound.

DISH Network's One-Rate Plan makes it affordable for consumers to cut their ties to cable and take advantage of the hundreds of digital channels satellite television offers. Here's how simple it is: Customers can purchase EchoStar's new model 3720 for \$199 or model 4720 for \$299 and subscribe to DISH Network's One-Rate Plan of \$48.98 per month, which requires a one-year commitment to America's Top 100 CD package including the customer's choice of TWO premium movie packages or any other programming equal to or greater than \$48.98. After customers make their first programming payment, DISH Network will send them a check for \$199 or \$299. That's a FREE digital satellite TV system!

This rebate offer for FREE Satellite TV Systems is effective Jan. 10, 1999, through March 31, 1999.

EchoStar 3720 System - \$199 (MSRP) - The EchoStar satellite receiver model 3720 has a universal remote control, a new, attractive front panel look, and is equipped with a DISH Network antenna that has dual LNBF, which enables viewing of different satellite TV channels on two TV sets when you hook up a second satellite receiver. An infrared universal remote control offers the convenience of using one remote for up to four components: the satellite receiver, a television set, a VCR and an auxiliary device, such as a stereo receiver.

EchoStar 4720 System - \$299 (MSRP) - The EchoStar satellite receiver model 4720 includes all the advanced features of the model 3720 plus an optical Dolby-Digital output, event timers, UHF remote control, IR Blaster for VCR control, and two sets of RCA-type outputs. The UHF/infrared remote control can change TV channels from up to 100 feet, even through walls. Event timers give you the choice to record a show or tune into a preprogrammed channel when it starts, or record your favorite programs using the IR Blaster. EchoStar is offering the model 4720 with a dual LNBF and DISH Network antenna.

Both models offer crystal-clear digital video and CD-quality audio, program browsing while watching a current program, CD song titling, software that is upgradable via satellite, V-chip technology for parental control based on ratings and content, the Program Guide with features like page-at-a-time scrolling and a one-touch Info button for program information, and Favorites lists which allow you to customize your channel choices.

Plus, included with this great offer is a free off-air or second dish antenna with the \$99 basic professional installation. Other programming packages start as low as \$19.99 per month. EchoStar also offers other satellite TV systems as low as \$149.

"DISH Network's One-Rate Plan makes it easy for consumers to tune into more channels, more choices and more movies, all viewed through a free digital satellite TV system," said Charlie Ergen, CEO and chairman of EchoStar Communications Corp. "Now with the option for customers to get a rebate on next-generation satellite receiver models while still enjoying the advantages of DISH Network's One-Rate Plan, subscribers can choose the right receiver to meet their needs. This solidifies DISH Network's continuing effort to provide the best prices in satellite television and the best choice over the poor customer service and high prices of cable." This rebate promotion expands DISH Network's original offer of a 32-bit, multiroom-ready digital satellite TV system for FREE. Other rebate offers on satellite receiver systems include a \$299 rebate on the model 5000 (MSRP: \$399) or JVC model DSR100 D-VHS (MSRP: \$799) when you commit to one year of qualified programming totaling \$48.98 per month.

You can have it all, with over 300 programming services with crystal-clear, CD-quality audio and video channels providing the best in entertainment television, local broadcast TV networks and international programming available today by calling 1-800-333-DISH (3474).

EchoStar Communications Corp., includes three interrelated business units:

- DISH Network™ is EchoStar's state-of-the-art DBS system that offers customers over 300 channels of digital video and CD-quality audio programming, fully MPEG-2/DVB compliant hardware, installation, financing and leasing.
- EchoStar Technologies Corporation (ETC, formerly HTS™ - Houston Tracker Systems, Inc.), designs, manufactures and distributes DBS set-top boxes, antennas and other digital equipment for DISH Network and various international customers that include ExpressVu Canada and Telefonica's Via Digital system in Spain. ETC also provides uplink-center design, construction oversight and project-integration services for customers internationally.
- Satellite Services provides the delivery of video, audio and data services to business television customers and other satellite users. These services include satellite uplink, satellite transponder space-usage and other services. Satellite Services also administers SKY VISTA, a direct broadcast satellite service offering up to 27 channels of popular digital satellite television programming to viewers in Alaska, Hawaii, Puerto Rico and the U.S. territories in the Caribbean.

The DISH Network currently serves over 1.9 million customers. DISH Network is a trademark of EchoStar Communications Corporation. HTS is a trademark of Houston Tracker Systems, Inc. DISH Network is located on the Internet at: www.dishnetwork.com

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