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January 14, 2000, Friday

DISTRIBUTION: Business Editors, Television/Entertainment Writers

LENGTH: 562 words

HEADLINE: DISH Network Launches Nationwide Campaign to Join the DISH Latino Revolution'

DATELINE: LITTLETON, Colo., Jan. 14, 2000

BODY:

DISH Network Offers 20-Channel Spanish-Language Programming Package -- DISH Latino -- Across the Nation

EchoStar Communications Corp. (Nasdaq: DISH, DISHP) is pleased to announce today that DISH Network(TM) will launch a national print and radio advertising campaign, "Join the DISH Latino Revolution," on Jan. 24, 2000, to promote DISH Latino, a 20-channel Spanish-language programming package, to consumers across the United States.

DISH Latino is an all-digital satellite television package for the fast-growing U.S. Spanish-speaking audience. DISH Network is proud to be the first satellite television provider to offer the most comprehensive Spanish-language programming package, DISH Latino, which was launched in August 1999. DISH Latino offers an extensive selection of news, sports, movies, music and other entertainment programming entirely in Spanish from around the world for only \$19.99 a month. DISH Latino is available on EchoStar's new DISH 500 satellite dish system, which offers hundreds of popular English-language channels, pay-per-view events such as la Federacion Mexicana de Futbol.

Providing 20 Spanish-only channels, DISH Latino offers customers a separate subscription with mas canales, mas opciones, mas en espanol (more channels, more choices, more in Spanish). DISH Latino includes: Univision and Galavision, Telemundo, FOX Sports World Espanol, Discovery en Espanol, GEMS, Cine Latino, CBS TeleNoticias, GRAN CANAL LATINO, SUR, TV Chile, HTV, Playboy en Espanol (available upon request), MTV S, six channels of DISH CD Latin, plus more channels to be added in the future.

DISH Network also offers a Spanish Language Audio Option free of charge for Cartoon Network, EWTN, DISH-On-Demand Pay-Per-View movies, premium movie channels from STARZ!/Encore, Cinemax, HBO and Showtime, and more.

And to encourage consumers to "Join the DISH Latino Revolution," DISH Network is currently offering a FREE DISH 500 satellite television system with a FREE basic professional installation! For more information, visit your local



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participating DISH Network dealer, or find one near you using our Retail Finder at [www.dishnetwork.com/service/retailer](http://www.dishnetwork.com/service/retailer). For more information about DISH Latino, visit [www.dishnetwork.com](http://www.dishnetwork.com) or call 1-800/599-3474.

DISH Network is EchoStar's state-of-the-art direct broadcast satellite system that is capable of offering over 500 channels of digital video and CD-quality audio programming, fully MPEG-2/DVB compliant hardware and installation. DISH Network was also ranked number one in customer satisfaction among satellite/cable TV subscribers by the J.D. Power and Associates 1999 Cable/Satellite TV Customer Satisfaction Study. EchoStar V, EchoStar's newest high-power direct broadcast satellite, launched on a Lockheed Martin Atlas IIAS rocket on Sept. 23, 1999, to the 110 degrees W.L. orbital location. In addition to local channels, EchoStar V allows DISH Network to offer 500 channels, including Dolby Digital surround sound, Internet and high-speed interactive television and data services, all on a single dish. DISH Network, which currently serves over 3.4 million customers, is a trademark of EchoStar Communications Corporation.

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*Business Wire February 23, 2000, Wednesday*

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**February 23, 2000, Wednesday**

**DISTRIBUTION:** Business Editors

**LENGTH:** 838 words

**HEADLINE:** Revolutionary DISH Network Satellite Television Receiver With WebTV Digital Video Recording, Internet Features Now Available With \$199 Rebate

**DATELINE:** LITTLETON, Colo., Feb. 23, 2000

**BODY:**

DISHPlayer 500 Now Offered with DISH Network's Popular One-Rate Plan, Including a FREE Installation!

EchoStar Communications Corp. (Nasdaq:DISH)(Nasdaq:DISHP) announced today that for the first time DISH Network(TM) is offering a \$199 rebate plus a FREE basic professional installation (a \$199 value) to new customers who participate in the DISH Network One-Rate Plan and choose a DISHPlayer 500 (MSRP:\$399) satellite television system, the world first integrated satellite TV receiver, digital video recorder, game player and Internet browser.

EchoStar made the announcement at Team Summit 2000, DISH Network's annual conference in Denver for more than 1,600 retailers from across the nation.

New customers who visit a participating DISH Network retailer for a DISHPlayer satellite TV system and who make a commitment to America's Top 100 CD programming package for one year, plus their choice of one premium movie package or other programming totaling \$39.98 per month will receive an automatic \$199 rebate after their first programming payment and a FREE basic professional installation, a \$199 value. "The DISHPlayer 500 has received national recognition as one of the most exciting satellite television receivers on the market," said Mary Peterson, vice president of Marketing at EchoStar. "DISHPlayer is truly revolutionary in that it is four products in one: a digital video recorder, Internet browser, game player and satellite TV receiver that can provide you with access to hundreds of crystal-clear digital video and CD-quality audio channels. And for the first time, DISHPlayer is now available with DISH Network's popular One-Rate Plan."

Jointly developed with Microsoft WebTV Networks(TM), DISHPlayer 500 is the world's first interactive satellite TV system with a built-in 17.2 gigabyte hard drive capable of simultaneously recording and playing back full-quality digital video. The disk drive provides a number of enhanced features for customers who subscribe to WebTV Personal TV service, including up to 12 hours of digital video recording without a videotape, freezing a "live" TV program using TV Pause, and instantly replaying or skipping ahead a few seconds to a favorite movie scene or the next big play of a sporting event. The TV Listings allow users to view programming seven days in advance and quickly search and find programs to watch or automatically record with a touch of a button.

In addition, WebTV Personal TV service (\$9.99 per month) provides viewers with an Instant News channel that delivers the latest headlines, business, weather, sports and stock information, which they can customize right on their TV. Instant News is updated throughout the day via satellite, requiring no Internet connection. DISHPlayer 500 also includes popular games such as You Don't Know Jack and Solitaire. WebTV Plus (\$24.95 per month) provides TV viewers an avenue to explore the Internet from the comfort of their living room with an easy-to-use web browser, with access to chat rooms, newsgroups, and six email accounts. A discount of \$5 per month is applied when the customer subscribes to both WebTV Personal TV and WebTV Plus.

For more information about DISHPlayer 500, DISH Network programming, WebTV Personal TV Service, or to find one of more than 20,000 DISH Network retailers nationwide, visit [www.dishnetwork.com](http://www.dishnetwork.com) or call 1-800/333-DISH (3474).

#### About WebTV Networks

WebTV Networks, Inc., is a leading provider of enhanced TV services using Internet and digital technologies. WebTV Networks offers a range of enhanced TV services for set-top boxes, satellite products and other TV-related devices. Today, these services include the WebTV Classic service, the WebTV Plus service and the WebTV Plus service for satellite. WebTV Networks owns and operates a network of TV services and provides enabling software and hardware reference designs to consumer electronics manufacturers. WebTV Networks, based in Mountain View, Calif., is a wholly owned subsidiary of Microsoft Corp.

DISH Network is EchoStar's state-of-the-art direct broadcast satellite system that is capable of offering over 500 channels of digital video and CD-quality audio programming, fully MPEG-2/DVB compliant hardware and installation. DISH Network was also ranked number one in customer satisfaction among satellite/cable TV subscribers by the J.D. Power and Associates 1999 Cable/Satellite TV Customer Satisfaction Study. DISH Network to offers hundreds of channels, including local networks, Dolby Digital surround sound, high-speed interactive television and data services, all on a single dish. DISH Network, which serves over 3.4 million customers, is a trademark of EchoStar Communications Corporation and can be located on the Internet at [www.dishnetwork.com](http://www.dishnetwork.com). **CONTACT: EchoStar** Communications Corp.

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## News Releases

### DIRECTV Offers New Customers Free Professional Installation

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#### National Promotion Stirs Buying Incentive, Features Drew Carey

**EI Segundo, CA, Feb 24, 2000** -- DIRECTV, Inc., the nation's leading digital satellite television entertainment provider, today announced the launch of a national retail and marketing promotion offering new DIRECTV customers free standard professional installation. The offer is available to consumers who purchase a DIRECTV System from participating retailers across the country between March 2 and April 23, 2000, and activate DIRECTV® TOTAL CHOICE® programming packages by May 5.

"The free install offer addresses one of the biggest purchase barriers for prospective new customers," said Susan Collins, senior vice president of Marketing for DIRECTV. "Now that DIRECTV offers local channels in major markets across the country, we expect the free installation offer to give consumers the final incentive to switch from cable to DIRECTV."

The new promotion offers consumers free standard professional installation of one DIRECTV or DIRECTV PLUS™ System, a \$200 value, with no long-term programming subscription commitments.

TOTAL CHOICE® delivers more than 100 channels of programming including BBC America, CNN, E! Entertainment Television, ESPN, HGTV, MSNBC, TNT, VH1, ZDTV and more, plus 31 commercial-free audio music channels for \$29.99 a month. Other tiers of TOTAL CHOICE® programming offer customers sports- or movie channel-focused options at a higher price point.

Additionally, all DIRECTV customers have access to more than 55 pay-per-view selections daily on DIRECT TICKET® Pay Per View, as well as access to the widest selection of sports subscription programming, including NFL SUNDAY TICKET.

DIRECTV will also launch its second national advertising and point-of-sale campaign featuring Drew Carey to support the promotion. In national TV and radio commercials, Carey promotes both the ease of getting DIRECTV with free installation as well as the availability of local channels via the satellite television service. "Do-it-yourself" themed TV spots place Carey in a simulated home improvement show.

The campaign includes one 30-second television spot and one 60-second radio spot which will air on network television, radio and cable through early April. Print ads highlighting the offer will appear in newspapers in the nation's top 31 markets, as well as USA Today and national magazines including Parade, USA Weekend, Entertainment Weekly, Sports Illustrated and Sporting News. In-store promotional materials, including countertop tear pads and satellite dish stickers, will supplement all advertising.

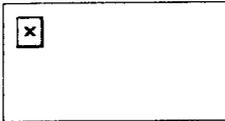
DIRECTV is the nation's leading digital satellite television entertainment service with more than 8.1 million customers, including customers subscribing to PRIMESTAR By DIRECTV. DIRECTV, DIRECTV PLUS, DIRECT TICKET and TOTAL CHOICE are trademarks of DIRECTV, Inc., a unit of United Electronics.

DIRECTV, DIRECTV CHOICE NOW, and DIRECTV are trademarks of DIRECTV, INC., a unit of Hughes Electronics Corporation. Hughes Electronics is the world's leading provider of satellite and wireless systems and services. The earnings of Hughes Electronics, a unit of General Motors Corporation, are used to calculate the earnings per share attributable to the General Motors Class H common stock (NYSE:GMH). Visit DIRECTV on the World Wide Web at [www.directv.com](http://www.directv.com).

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## News Releases

### DIRECTV Introduces New Spanish-language Service DIRECTV PARA TODOS™ Programming in Six New Markets

#### Television Advertising Campaign Launches Nationwide

**El Segundo, CA, Mar 08, 2000** -- DIRECTV, Inc. announced today that its bilingual programming service, DIRECTV PARA TODOS™ ("DIRECTV For Everyone"), is being introduced this week in six additional markets including New York, the nation's second largest Hispanic market with more than 3.5 million Latino residents.

In addition to the New York City area, the new service is being introduced in Chicago, Denver, Albuquerque, San Antonio and McAllen/Brownsville, Texas. DIRECTV also launched this week its first nationwide advertising campaign for DIRECTV PARA TODOS with commercials on Univision, the country's leading Spanish-language television broadcast network and other national television and cable networks.

The DIRECTV PARA TODOS service debuted last October and has been introduced in 16 markets including Miami, Houston, San Francisco/San Jose, Dallas, El Paso, San Diego, Fresno, Sacramento, Phoenix and Los Angeles. The DIRECTV PARA TODOS System, which receives DIRECTV PARA TODOS programming, is now available in those markets at select consumer electronics stores and independent retailers.

DIRECTV PARA TODOS offers more than 22 Spanish language national and international channels including sports, news, religion, education and children's programming, as well as specially selected English-language channels – all in digital quality picture and sound. DIRECTV PARA TODOS features Spanish-language programming from the United States, Latin America and Spain including Univision, Discovery en Español, FOX Sports World Español, Galavisión, MTV S, TVN Chile and Canal Sur, among others. Customers will also have access to more than 210 English-language DIRECTV® channels, which feature a variety of sports, news, entertainment and family programming.

DIRECTV is the only U.S. broadcaster to carry both PUMA TV and The Weather Channel/El Canal del Tiempo. PUMA TV, which will be available in the coming weeks, is a Venezuela-based network that spotlights the world of music, entertainment and fashion. The Weather Channel/El Canal de Tiempo provides round-the-clock weather reports from Latin America and the U.S.

"We are excited at the opportunity to serve six new markets with an extensive lineup of Spanish- and English-language television programming that is relevant to the lives and cultures of Latinos in these communities," said Yolanda Macias, vice president of DIRECTV PARA TODOS and International Services. "With DIRECTV PARA TODOS we are able to provide Hispanic households with access to more than 22 Spanish-language channels and more sports and pay per view events than any other cable or satellite provider. By comparison, cable operators in many communities offer only a limited slate of two or three Spanish-language channels."

DIRECTV PARA TODOS offers two bilingual packages: OPCIÓN ESPECIAL™ (Special Choice) programming provides 15 Spanish-language and 24 English-language channels for \$19.99 a month; OPCIÓN EXTRA ESPECIAL™ (Extra Special Choice) programming provides up to 23 Spanish-language and 77 English-language channels for \$31.99 a month. Both packages include seven Music Choice channels of commercial-free Spanish-language music.

Consumers can subscribe to the service by purchasing the DIRECTV PARA TODOS System, which features an 18-by-24-inch oval satellite dish, a specially designed set-top receiver and a remote control at a suggested retail price of \$249. DIRECTV PARA TODOS customers can also take advantage of the DIRECTV free standard professional installation offer. The offer is available to consumers who purchase a DIRECTV PARA TODOS System from participating retailers by April 23, 2000, and activate the OPCIÓN EXTRA ESPECIAL programming package by May 5. For information on local retailers carrying the system, call 888-388-6622.

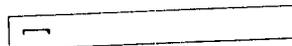
Hughes Network Systems currently manufactures the DIRECTV PARA TODOS System, which includes important features for Hispanic families such as the parental lock-out system that allows parents to control their children's viewing and spending limits, and on-screen menu options in Spanish. A bilingual call center is available to assist customers 24 hours a day, seven days a week.

The DIRECTV PARA TODOS System will be available at retail nationwide in April or by calling 888-388-6622.

DIRECTV has more than 8.1 million customers, including customers subscribing to *PRIMESTAR By DIRECTV*. DIRECTV, DIRECTV PARA TODOS, OPCIÓN ESPECIAL and OPCIÓN EXTRA ESPECIAL are trademarks of DIRECTV, Inc., a unit of Hughes Electronics Corporation. Hughes Electronics is the world's leading provider of digital television entertainment, and satellite and wireless systems and services. The earnings of Hughes Electronics, a unit of General Motors Corporation, are used to calculate the earnings per share attributable to the General Motors Class H common stock (NYSE: GMH). Visit DIRECTV on the World Wide Web at [www.directv.com](http://www.directv.com).

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*Business Wire March 27, 2000, Monday*

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**March 27, 2000, Monday**

**SECTION:** ENTERTAINMENTWIRE

**DISTRIBUTION:** Entertainment Editors

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**HEADLINE:** DISH Network to Offer Spanish Entertainment Channel, Television Espanola Internacional on DISH Latino

**DATELINE:** LITTLETON, Colo., March 27, 2000

**BODY:**

DISH Latino Offers Over 20 Spanish-Language Channels, the Most Comprehensive Spanish-Language Television Programming Package Available

EchoStar Communications Corporation (Nasdaq: DISH, DISHP) announced today that DISH Network(tm) is proud to offer a leading broadcasting service from Spain, Television Espanola Internacional (TVE), as part of DISH Latino(tm), an all-digital satellite television package available for the fast-growing Spanish-speaking audience in the United States. DISH Network will offer TVE at no additional cost for DISH Latino customers starting April 1, 2000.

Television Espanola Internacional is Spain's premier international channel that offers DISH Network customers movies, sports, the arts, educational programs, fiction series, game shows, and the best news broadcasts from around the world. DISH Latino now offers over 20 premium news, sports, movies, music and other entertainment channels entirely in Spanish from around the world for only \$19.99 a month. DISH Latino is available on EchoStar's DISH 500 satellite dish system, which also offers hundreds of popular English-language channels and pay-per-view events, such as soccer and boxing.

DISH Latino includes: Univision and Galavision, Telemundo, FOX Sports World Espanol, Discovery en Espanol, GEMS, Cine Latino, Telemundo Internacional, GRAN CANAL LATINO, SUR, TV Chile, HTV, Playboy en Espanol (available upon request), MTV S, six channels of DISH CD Latin music channels, plus more channels to be added in the future. DISH Network offers customers the choice to subscribe to DISH Latino without requiring an English-language channel subscription.

"Offering Television Espanola Internacional at no additional cost makes DISH Latino a stronger, more attractive programming package for our Spanish-speaking customers," said Michael Schwimmer, vice president of Programming at EchoStar. "The U.S. Hispanic population is over 31 million and growing, and DISH Latino strives to offer the most choices and variety of Spanish-language programming."

DISH Network also offers a Spanish Language Audio Option free of charge for Cartoon Network, EWTN, DISH-On-Demand Pay-Per-View movies, premium movie channels from

STARZ!/Encore, Cinemax, HBO, Showtime, and more. For more information about DISH Latino, visit [www.dishnetwork.com](http://www.dishnetwork.com) or call 1-888/599-3474.

DISH Network is EchoStar's state-of-the-art DBS system with the capacity to offer customers 500 channels of digital video and CD-quality audio programming as well as fully MPEG-2/DVB compliant hardware and installation. DISH Network, a trademark of EchoStar Communications Corporation, currently serves over 3.4 million customers nationwide. DISH Network was ranked number one in customer satisfaction among satellite/cable TV subscribers by J.D. Power and Associates in 1999. EchoStar is included in the Nasdaq-100 Index (NDX) which contains the largest non-financial companies on the Nasdaq Stock Market.

TVE is a registered trademark of Grupo Radio Television Espanola, the largest audiovisual group in Spain. Grupo Radio Television Espanola, which is a State-owned group, includes several International channels such as Canal 24 Horas and Hispavision, in addition to TVE. These channels are currently broadcasted in seven continents. Its domestic channels are leaders in audience ratings in Spain with an average share of over 30 percent. Grupo Radio Television Espanola has been producing movies, series, sports events and other TV productions for more than 50 years. For more information contact [info@rtveamerica.com](mailto:info@rtveamerica.com) or visit [www.rtve.es](http://www.rtve.es). **CONTACT: EchoStar** Communications Corp.

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Monday, March 27, 2000

Volume 15, Issue 8; ISSN: 0892-7278

DirectTV will hike rates to new subs

DirectTv announced it is raising rates by \$2 on all of its programming packages for new subscribers beginning May 25. DirectTv said the higher prices for new subscribers are necessary to balance higher programming costs the DBS system has been asked to pay and for investments it has made to expand service and upgrade its operations.

---- INDEX REFERENCES ----

COMPANY (TICKER): General Motors Corp. (CL H); General Motors Corp. (GMH GM)

KEY WORDS: DIRECT BROADCAST SATELLITES; SATELLITE TELEVISION; TELEVISION PROGRAMMING; PRICE INCREASES

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Monday, April 3, 2000

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DBS Adds More Programming Packages. (Brief Article)  
MONICA HOGAN

FULL TEXT

Nascent cable networks should find more room for carriage on direct-broadcast satellite platforms now that the two leading operators plan to introduce new programming packages.

Signing a DBS-carriage deal today brings nationwide distribution, but not necessarily a large number of eyeballs. Just as new networks find it easier to obtain digital carriage on cable, rather than analog carriage, DBS companies are putting much of their newest fare outside of their most populated programming packages.

This past Saturday (April 1), EchoStar Communications Corp. launched its Dish Network "America's Top 150" package, which sells for \$39.99 per month. Last Monday, the company announced the package's 23 new video and 20 new audio channels.

Included in AT150 are seven of Starz Encore Media Group LLC's thematic movie channels, two feeds of The Movie Channel, The Biography Channel, Bloomberg Television, Boomerang, CNN/SI, Discovery Civilization, Discovery Home & Leisure, Discovery Kids, Discovery Science, Discovery Wings, Do It Yourself Network, History Channel International, Outdoor Channel, Outdoor Life Network and Speedvision.

AT150 also includes more than 100 channels found in the company's "AT100" package.

EchoStar vice president of marketing Mary Peterson confirmed that the company planned to raise the price of AT100, Dish's most popular package, to \$29.99 per month, an increase of \$1, effective May 1.

The "AT40" entry-level package will remain priced at \$19.99 per month -- the same price as when it launched in 1996.

In November 1998, EchoStar chairman Charlie Ergen promised to freeze rates at least until March 2000.

**(Publication page references are not available for this document.)**

Keeping a \$19.99 price point is important, Peterson said, "because it just beats the pants off of cable."

An EchoStar spokesman also said the Home Box Office multiplex service would rise to \$11.99 per month due to increases in programming costs. Other premium services will continue to cost \$10.99.

DirectTV Inc. has said that it will raise the monthly prices of its programming packages by \$2 each May 25, but only for new subscribers.

"A lot of our customers came to us after they grew tired of constant rate increases from cable, and that's something we're cognizant of," DirectTV spokesman Bob Marsocci said. "Customer retention is our highest priority."

Grandfathering the price for existing subscribers "just gets too complicated," Peterson said. "We've got a new price. It's just \$1 more, and we'll do it across the board."

When DirectTV launched in 1994, prices for its "Total Choice" package were a few dollars more than what cable charged for a relatively similar number of channels, but without a digital picture or interactive guide, DirectTV reseller Pegasus Communications Corp. chairman Mark Pagon said.

Over the years, prices rose for the cable packages so that in many markets, cable now costs about \$5 per month more than what Pegasus charges.

"When you have a premium service [like DirectTV], you don't want to create the perception that you're offering something other than a premium service," Pagon said. "There clearly was room to take a rate increase."

DirectTV president Eddy Hartenstein told analysts earlier this year that the company plans to introduce a new family-oriented programming tier this spring. Although DirectTV would not discuss which channels the new package would include, an industry source said the tier was expected to offer nine channels for \$5 per month.

The new tier is expected to launch in late May, about the same time the company plans to roll out its price increase.

Dish Network dealers seemed most excited about adding Speedvision and the commercial-free movie services from Starz Encore, Peterson said, as well as the new services from Discovery Networks U.S.

(Publication page references are not available for this document.)

Conspicuously absent from EchoStar's recent programming additions were networks tailored to women, such as Oxygen, SoapNet and Lifetime Movie Network. Peterson would not comment on the status of discussions with any particular network, but she said EchoStar is in active negotiations for several new services.

"Over time, we'll continue to build this package," she said. "I'm quite sure we'll add more channels and maintain the \$39.99 price point."

EchoStar plans to announce the new programming lineup to its customers tonight on an on-air "Charlie Chat" hosted by Ergen. Most customers need upgraded dishes to receive the package, which includes programming delivered from two orbital locations -- the core 119 degrees west longitude and the newer 110 degrees.

EchoStar plans an aggressive subscriber-acquisition campaign surrounding the new package in May, but Peterson declined to give details. Current retail promotions are set to end April 31.

To help manage demand, EchoStar announced last week it will build a new customer-service center in Montgomery County, Va., set to open this fall.

Separately, EchoStar said it would market a new "America's Top 70" package in Alaska and Hawaii for \$29.99 per month.

The service will use spot-beam technology to deliver 40 favorite cable networks -- including Disney Channel, ESPN, ESPN2, Food Network, FX, Lifetime Television, MSNBC, Nickelodeon, Turner Classic Movies, TV Land, VH1 and WGN -- to customers with satellite dishes ranging in size from 24 to 48 inches, the company said.

The service also includes 30 commercial-free audio channels.

---- INDEX REFERENCES ----

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DIRECT BROADCAST SATELLITE TELEVISION SERVICES

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NEWS CATEGORY: BRIEF ARTICLE

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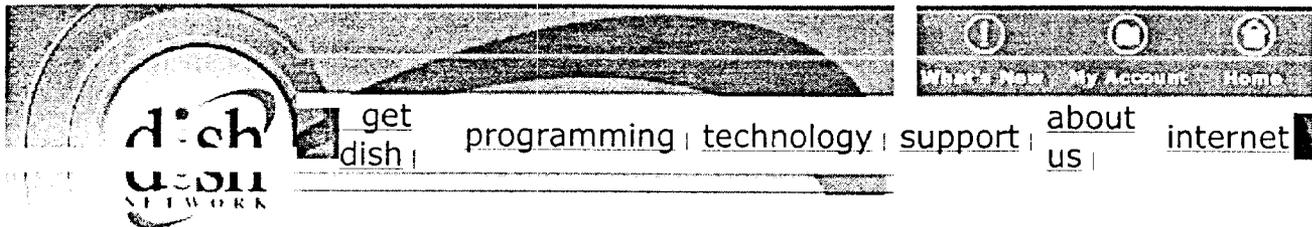
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REGION:                    United States; North America (US NME)

Word Count: 838

4/3/00 MULTINEWS 6

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EchoStar Communications Corp. (ticker: DISH, exchange: NASDAQ) News Release - 14-Sep-2000

## **DISH Network's Free Installation is Back! New DISH Network Satellite Television Customers Can Also Get Three Months of Premium Movie Channels for FREE!**

LITTLETON, Colo.--(BUSINESS WIRE)--Sept. 14, 2000--EchoStar Communications Corporation (Nasdaq:DISH, DISHP) is pleased to announce today that FREE basic professional installation is back!

Starting Sept. 15, all new customers who activate a DISH Network (TM) satellite television system will receive a FREE basic professional installation. Plus, customers who order America's Top 100 CD or America's Top 150 programming package and any premium movie package will receive that premium movie package FREE for three months! Both offers are available through Jan. 31, 2001.

Customers have a choice of four different premium movie packages -  
- SHOWTIME Unlimited Package (10 channels for \$10.99 per month); STARZ Encore Super Pak (eight channels for \$10.99 per month); HBO The Works (seven channels for \$11.99 per month); and Multimax Cinemax Package (three channels for \$10.99 per month) -- offering a total of 28 commercial-free movie channels.

With this promotion, new customers save \$199 (MSRP) on a basic professional installation and over \$100 when a customer orders all four movie packages -- that's a combined savings of more than \$300!

"FREE installation and three FREE months of premium movies is a great way to introduce new customers to the tremendous variety and choice DISH Network offers," said Mary Peterson, vice president of Marketing at EchoStar.

For more information, visit a DISH Network retailer, [www.dishnetwork.com](http://www.dishnetwork.com) or call 1-800/333-DISH (3474).

DISH Network is a trademark of EchoStar Communications Corporation. DISH Network is EchoStar's state-of-the-art direct broadcast satellite TV system that is capable of offering over 500 channels of digital video and CD-quality audio programming, as well as fully MPEG-2/DVB compliant hardware and installation. DISH Network was ranked number one in overall customer satisfaction among cable/satellite TV subscribers by J.D. Power and Associates in 1999 and 2000. EchoStar is included in the Nasdaq-100 Index

(NDX), which contains the largest non-financial companies on the Nasdaq Stock Market.

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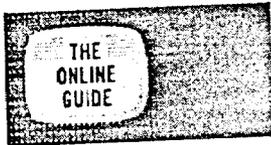


## DIRECTV Offers New Customers Free Standard Professional Installation



El Segundo, CA, Oct 12, 2000 -- DIRECTV, Inc., provider of the nation's leading digital satellite television service, is kicking off the 2000 holiday season early with a national promotion, providing new residential customers free standard professional installation with the purchase of any DIRECTV System and TOTAL CHOICE® programming.

New residential customers who purchase a DIRECTV System between Oct. 15, 2000 and Jan. 14, 2001, schedule an installation appointment by Jan. 31, 2001, and sign-up for DIRECTV® TOTAL CHOICE® programming or above by Feb. 10, 2001, qualify to receive standard professional installation free of charge. The offer carries a total value of up to \$100.



"As we enter our busiest customer growth period of the year, our holiday season offer makes subscribing to DIRECTV® programming easier and even more affordable," said Susan Collins, senior vice president of Marketing for DIRECTV. "New residential customers can now purchase a DIRECTV System without the up front cost of installation, and our experience and customer feedback confirms that free installation is a compelling offer that resonates with consumers."



The TOTAL CHOICE® package delivers more than 100 channels of programming, including Comedy Central, CNN, E! Entertainment Television, ESPN, Lifetime, MSNBC, Food Network, Travel Channel, and 31 commercial-free audio music channels for \$31.99 a month. Additional TOTAL CHOICE® packages are also available, offering customers sports- or movie channel-focused options at a higher price point.



In addition, DIRECTV also offers customers local broadcast channels to major metropolitan areas across the country, more than 55 pay per view choices a day, and a wide variety of professional and collegiate sports subscriptions, including NFL SUNDAY TICKET™ and NBA LEAGUE PASS.



DIRECTV is the nation's leading digital satellite television service with 9 million customers. DIRECTV, the Cyclone Design logo and TOTAL CHOICE are trademarks of DIRECTV, Inc., a unit of Hughes Electronics Corporation. Hughes Electronics is the world's leading provider of digital television entertainment, and satellite and wireless systems and services. The earnings of Hughes Electronics, a unit of General Motors Corporation, are used to calculate the earnings per share attributable to the General Motors Class H common stock (NYSE: GMH). Visit DIRECTV on the World Wide Web at [www.DIRECTV.com](http://www.DIRECTV.com).

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## DIRECTV Unveils Fall National Promotion and Advertising Campaign



### *Three Of NFL's Elite Stars Featured In National Television Spots Highlighting 2001 NFL SUNDAY TICKET*

El Segundo, CA, Jul 30, 2001 -- DIRECTV, Inc., provider of the nation's leading digital satellite television service, announced today its fall national promotion and advertising campaign, highlighting the 2001 NFL SUNDAY TICKET™ service. The offer is the satellite television leader's most aggressive promotion to date, providing customers more than \$300 worth of free programming.

New residential customers who purchase a DIRECTV System from a participating retailer between Aug. 2 and Oct. 14, 2001, subscribe to NFL SUNDAY TICKET at the regular season price of \$179 (or four payments of \$44.75) and activate TOTAL CHOICE® PLATINUM and FAMILY Pack monthly programming by Oct. 28 will receive four free months of TOTAL CHOICE® PLATINUM and FAMILY Pack programming, valued at more than \$300.

"This is by far our boldest offer to date, presenting the ultimate window of opportunity for consumers to come on board with the DIRECTV® service," said Jayne Hancock, vice president of Marketing for DIRECTV. "Backed by the superior value of our overall service, we're confident that more than \$300 of free premium monthly programming will create a coast-to-coast wave of enthusiasm as we enter our busiest selling season."

In support of the promotion, DIRECTV will launch a national television advertising campaign featuring three of the NFL's brightest young stars: Indianapolis Colts quarterback Peyton Manning, Tennessee Titans defensive end Jevon "The Freak" Kearse, and New Orleans Saints running back Ricky Williams.

The new humor-based ads once again feature the escapades of the DIRECTV installer character, made popular by the DIRECTV "FEEL THE JOY" campaign, only this time highlighting his unique experiences while performing installations for the three NFL stars.

The five-week television flight, beginning Aug. 3, will include national network and cable. Print ads will appear in USA Today, Parade, USA Weekend and local newspapers in the top 41 DIRECTV markets. Creative for the campaign was developed by Deutsch, Los Angeles.

Several options among DIRECTV retail and direct sales avenues that augment this national offer are available for consumers. For example, participating DIRECTV retailers will be offering free installation in conjunction with the national offer, further enhancing the overall value to the consumer. In addition, DIRECTV has a direct sales offer in place through which consumers receive free standard equipment and installation, in addition to the forgoing national offer, if they agree to a one-year programming commitment. Consumers interested in purchasing DIRECTV via direct sales can call toll free 800-280-4DTV.

DIRECTV customers who subscribe to NFL SUNDAY TICKET can view up to 13 NFL games every Sunday and more than 200 games throughout the regular season (local blackout restrictions apply) at a price of \$179 or four payments of \$44.25. NFL SUNDAY TICKET is not available on cable or through any other mini-dish satellite service.

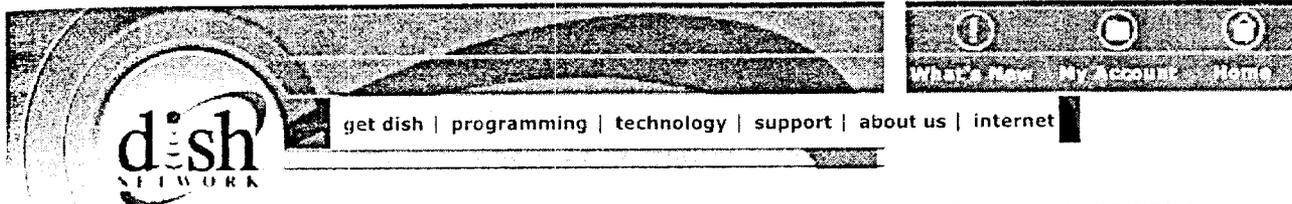
TOTAL CHOICE PLATINUM and FAMILY Pack feature more than 170 channels of programming, including favorite networks such as E! Entertainment Television, ESPN, Comedy Central, CNN, MTV, Discovery Kids, Do It Yourself Network and TNT as well as over 20 specialty and regional sports networks and 31 premium movie channels (HBO®, STARZ!®, and SHOWTIME®) for \$82.99 per month.

DIRECTV is the nation's leading digital satellite television service provider with more than 10 million customers. DIRECTV and the Cyclone Design logo are trademarks of DIRECTV, Inc., a unit of Hughes Electronics Corporation. HUGHES is the world's leading provider of digital television entertainment, and satellite and wireless systems and services. The earnings of HUGHES, a unit of General Motors Corporation, are used to calculate the earnings per share attributable to the General Motors Class H common stock (NYSE: GMH). Visit DIRECTV on the World Wide Web at [DIRECTV.com](http://DIRECTV.com).

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EchoStar Communications Corp. (ticker: DISH, exchange: NASDAQ) News Release - 31-Jul-2001

**DISH Network Announces New 'I Like 9' Promotion: Over 100 Channels of Satellite Television for Only \$9 a Month**

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LITTLETON, Colo.--(BUSINESS WIRE)--July 31, 2001--DISH Network (TM) (Nasdaq:DISH), the fastest-growing U.S. direct broadcast satellite television company, today announced that beginning Aug. 1, 2001, new customers can sign up for DISH Network satellite TV and get 118 of the most popular channels, including Discovery Channel, Disney Channel, ESPN, and Lifetime, and a FREE professional installation for only \$9 a month!

When new customers purchase a DISH Network satellite TV system for \$199 or higher and subscribe to America's Top 100 programming package or DISH Latino Dos programming package, they pay only \$9 a month for one full year. That is a \$21.99 savings per month over the regular monthly price of \$30.99. New customers will also get a free basic professional installation. Altogether, that's a savings of \$462. This offer is available until Oct. 31, 2001.

"In a time of ever-increasing cable rates, DISH Network is offering new customers more programming for less money than they've ever had to pay before," said Charlie Ergen, CEO and chairman of EchoStar Communications Corp.

The new promotion, called "I Like 9," is also available with the DishPVR 501, a powerful satellite TV receiver that enables viewers to record up to 35 hours of TV without videotape and to create instant replays, pause live TV and skip ahead 30 seconds during prerecorded programming.

DISH Network also offers the nation's best premium movie packages like HBO The Works, Showtime Unlimited, Starz Super Pak and Multimax by Cinemax. DISH Network provides local TV networks in over 36 metro areas nationwide for only \$4.99 per month.

For more information about DISH Network or to get a DISH Network satellite TV system in your home, visit your local DISH Network retailer, [www.dishnetwork.com](http://www.dishnetwork.com) or call 1-800-333-DISH (3474).

DISH Network is EchoStar Communications Corporation's state-of-the-art direct broadcast satellite TV system that is capable of offering over 500 channels of digital video and CD-quality audio programming, as well as fully MPEG-2/DVB compliant hardware and installation. EchoStar is included in the Nasdaq-100 Index (NDX) which contains the largest non-financial companies on the Nasdaq Stock Market. DISH Network currently serves over 6 million customers nationwide.

--30--RGB/dx\*

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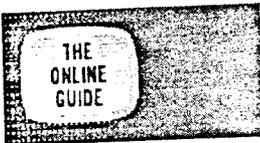


## DIRECTV to Carry Cubs vs. Rockies Game in High Definition at No Additional Charge to Customers

- The Subscriber Center™
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- DIRECTV PARA TODOS™
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*Tribune Broadcasting's WGN-TV to Broadcast Game, Which Will Air Live Tuesday, Aug. 7, on DIRECTV Channel 199*

EL SEGUNDO, CA and CHICAGO, IL , Aug 03, 2001 -- DIRECTV, Inc., the nation's leading digital satellite television service provider with more than 10 million customers, announced today it will carry the Chicago Cubs vs. the Colorado Rockies baseball telecast live, in high definition format on Tuesday, Aug. 7 at 7 p.m. CT. The game, which is being broadcast by WGN, will be offered at no additional charge on DIRECTV viewer channel 199 in high definition format to all DIRECTV customers with a high definition DIRECTV receiver or DIRECTV-enabled integrated HDTV set.



"DIRECTV is pleased to offer this game in high definition format, at no additional charge and with no blackout restrictions to our customers nationwide," said Stephanie Campbell, senior vice president, Programming, DIRECTV, Inc. "The Cubs are currently in first place in their division. Fans across America can tune in to watch the Cubs continue in their quest to secure the National League Central Division title."



Although not in HDTV, the telecast will be carried on WGN Superstation, and is available to all subscribers able to receive WGN via DIRECTV. The telecast will also be available on WGN's digital broadcast signal in the Chicago area.



DIRECTV currently offers two channels of high definition programming; HBO West HDTV and a pay-per-view channel, which features movies and selected special events including concerts and sporting events. High definition programming from DIRECTV is delivered from its 119° West Longitude orbital slot location. To receive HDTV programming from DIRECTV, consumers may purchase an HDTV set with a built-in DIRECTV Receiver or a DIRECTV-enabled HDTV set-top converter box. A small elliptical satellite dish is needed to receive HDTV programming from the 119° orbital slot location, as well as core DIRECTV® programming from the 101° orbital location.



### About DIRECTV, Inc.

DIRECTV is the nation's leading digital satellite television service provider with more than 10 million customers. DIRECTV and the Cyclone Design logo are trademarks of DIRECTV, Inc., a unit of Hughes Electronics Corporation. HUGHES is the world's leading provider of digital television entertainment, broadband services, satellite-based private business networks, and global video and data broadcasting. The earnings of HUGHES, a unit of General Motors Corporation, are used to calculate the earnings per share attributable to the General Motors Class H common stock (NYSE: GMH). Visit DIRECTV on the World Wide Web at [DIRECTV.com](http://DIRECTV.com).

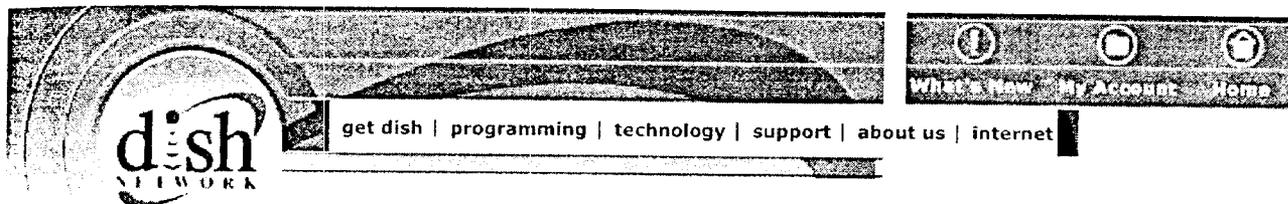
### About WGN Superstation

WGN-TV, a Tribune Broadcasting station, can be seen in more than 54 million homes nationwide via cable, over the air and satellite services. For additional information, visit WGN's web site at [www.wgntv.com](http://www.wgntv.com).

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EchoStar Communications Corp. (ticker: DISH, exchange: NASDAQ) News Release - 3-Aug-2001

**EchoStar's DISH Network to Carry WGN-TV Telecast of Chicago Cubs vs. Colorado Rockies in High Definition Television**

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LITTLETON, Colo.--(ENTERTAINMENT WIRE)--Aug. 3, 2001--DISH Network(TM) (Nasdaq: DISH) is pleased to announce that it will carry the WGN-TV telecast of the Chicago Cubs vs. Colorado Rockies in high definition television one time only to eligible customers at no additional charge on Tuesday, Aug. 7, 2001, at 7:00 p.m. CT.

The baseball game is available on DISH Network's HDTV channel 9443.

WGN will be using two video crews, combining Trio Video's digital truck X2 and HD Net's HDTV truck. While Cubs commentators Chip Caray and Joe Carter will cover the game on both signals, many other aspects of the HDTV game will be different, from the shots chosen, to the replays shown.

The baseball game is offered to customers with a satellite dish pointed at the 61.5 degrees West Longitude orbital location. To see the game in HDTV, DISH Network customers must have a Model 6000 satellite TV receiver or a model 5000 satellite TV receiver with an HD modulator. Although not in HDTV, the game will also be carried on WGN Superstation, and is available to all subscribers able to receive WGN Superstation on DISH Network.

The DISH Network Model 6000 is an integrated satellite television receiver capable of receiving satellite TV-delivered HDTV programming in addition to a full complement of standard definition digital satellite TV channels. The Model 6000 receiver turns home entertainment into a movie-theater-like experience with its wide-screen format and superior picture quality. The Model 6000 also is capable of receiving local off-air HDTV signals through an optional off-air tuner cartridge.

In addition to the Chicago Cubs game, DISH Network offers three HDTV channels delivered via satellite, providing the most HD programming choices on a nationwide basis from any pay TV provider. As previously announced, DISH Network will begin carrying another major network channel in HD in the next few weeks. Customers can also order HD movies through DISH-On-Demand Pay-Per-View.

WGN-TV, a Tribune Broadcasting station, can be seen in more than 54 million homes nationwide via cable, over the air and satellite services. For additional information, visit WGN's web site at [www.wgntv.com](http://www.wgntv.com).

DISH Network is a trademark of EchoStar Communications Corporation (Nasdaq: DISH). DISH Network is EchoStar's state-of-the-art direct broadcast satellite TV system that is capable of offering over 500 channels of digital video and CD-quality audio programming, as well as advanced satellite TV receiver hardware and installation. EchoStar is included in the Nasdaq-100 Index (NDX). DISH Network currently serves over 6 million customers. For more information, visit [www.dishnetwork.com](http://www.dishnetwork.com).

--30--LVD/dx\*

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## More Than 200 Additional Local Channels Now Available to DIRECTV Customers in 41 Markets

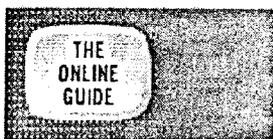
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### *New Local Channels Added at No Extra Charge*

EL SEGUNDO, CA, Dec 27, 2001 -- DIRECTV, Inc., the nation's leading digital satellite television service provider, today began broadcasting more than 200 additional local channels in its 41 local channel markets.

By expanding its local channel lineup in each of the markets where it offers local channels, DIRECTV has met the Satellite Home Viewer Improvement Act's federal "must carry" requirement, which takes effect on Jan. 1, 2002.

New local channels now available on DIRECTV include UPN, WB and PBS affiliates as well as many independent and Spanish-language stations. The channels are being added at no extra charge to the \$5.99 per month DIRECTV® local channel package. With the addition of the new channels, DIRECTV now broadcasts nearly 400 local channels in 41 markets.



"By expanding our local channel packages, we are providing our customers with more entertainment and information programming options that are relevant to their lives and communities," said Roxanne Austin, president and COO of DIRECTV, Inc. "Consumers in DIRECTV's 41 local channel markets, which represent more than 61 percent of all television households in the United States, now have a complete cable replacement."



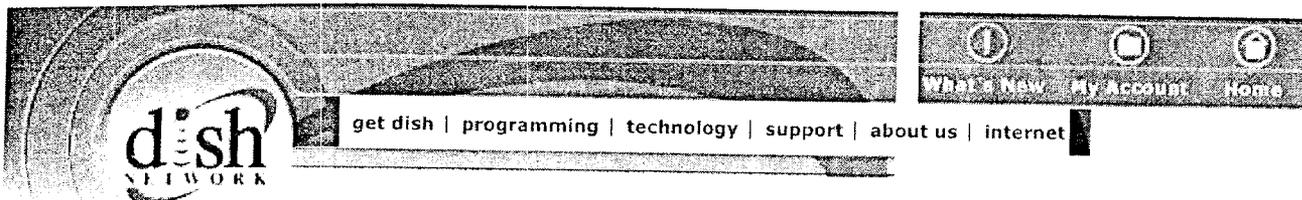
No new equipment or additional antennae are required to receive the new local channel signals. The local channel expansion was made possible by the successful launch last month of DIRECTV 4S, a powerful spot beam satellite that enabled the delivery of all local channels from the primary DIRECTV orbital slot at 101 degrees West Longitude (WL).

DIRECTV is the nation's leading digital satellite television service provider with more than 10.3 million customers. DIRECTV and the Cyclone Design logo are trademarks of DIRECTV, Inc., a unit of Hughes Electronics Corporation. HUGHES is the world's leading provider of digital television entertainment, broadband services, satellite-based private business networks, and global video and data broadcasting. The earnings of HUGHES, a unit of General Motors Corporation, are used to calculate the earnings per share attributable to the General Motors Class H common stock (NYSE: GMH). Visit DIRECTV on the World Wide Web at [DIRECTV.com](http://DIRECTV.com).

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EchoStar Communications Corp. (ticker: DISH, exchange: NASDAQ) News Release - 27-Dec-2001

EchoStar's DISH Network To Offer Additional Local TV Channels in 36 Markets

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LITTLETON, Colo., Dec 27, 2001 (BUSINESS WIRE) -- EchoStar Communications Corporation (Nasdaq:DISH) announced that its DISH Network satellite TV service will substantially expand the number of local TV channels it provides in each of the 36 markets where it provides local channels by satellite today.

Commencing in January 2002, EchoStar will offer a single package of UPN, WB, PBS and popular independent channels, together with community interest and other local channels, for the same low \$5.99 monthly price for which only the ABC, CBS, NBC, FOX and PBS stations were previously available.

"We're pleased that on average we are more than doubling the number of local network channels available via satellite to millions of DISH Network customers in 36 markets, and, most importantly, without any increase in price for the local channel package," said Charlie Ergen, chairman and CEO of EchoStar. "While we've made great strides in fully complying with federal must carry rules, our ability to expand the number of markets we serve with local channels by satellite is still severely hampered by our limited satellite bandwidth and our obligation to comply with these must carry provisions. The best solution is the proposed merger of EchoStar and Hughes Electronics, which will allow EchoStar to provide local channels by satellite to over 100 markets."

The vigorous competition that will be created by the proposed merger of EchoStar and Hughes is particularly important in light of the recent merger announcement between Comcast and AT&T, which would create a cable giant with over 40 million customers.

For more information and a complete list of local TV stations offered by DISH Network in each city, visit [www.dishnetwork.com](http://www.dishnetwork.com).

EchoStar's DISH Network currently serves local channels in the following 36 locations: Albuquerque; Atlanta; Austin; Birmingham; Boston; Charlotte; Chicago; Cincinnati; Cleveland; Dallas; Denver; Detroit; Greenville; Houston; Indianapolis; Kansas City; Los Angeles; Miami; Minneapolis; Nashville; New York; Orlando; Philadelphia; Phoenix; Pittsburgh; Portland; Raleigh; Salt Lake City; Sacramento/Stockton/Modesto; San Antonio; San Diego; San Francisco; Seattle; St. Louis; Tampa/St. Petersburg; and Washington, D.C.

DISH Network is a trademark of EchoStar Communications Corporation. DISH Network is EchoStar's state-of-the-art direct

broadcast satellite TV system that is capable of offering over 500 channels of digital video and CD-quality audio programming, as well as fully MPEG-2/DVB compliant hardware and installation. EchoStar is included in the Nasdaq-100 Index (NDX) which contains the largest non-financial companies on the Nasdaq Stock Market. DISH Network currently serves over 6.43 million customers.

In connection with the proposed transactions, General Motors Corporation ("GM"), Hughes Electronics Corporation ("Hughes") and EchoStar Communications Corporation ("EchoStar") intend to file relevant materials with the Securities and Exchange Commission, including one or more Registration Statement(s) on Form S-4 that contain a prospectus and proxy/consent solicitation statement. Because those documents will contain important information, holders of GM \$1-2/3 and GM Class H common stock are urged to read them, if and when they become available. When filed with the SEC, they will be available for free at the SEC's website, [www.sec.gov](http://www.sec.gov), and GM stockholders will receive information at an appropriate time on how to obtain transaction-related documents for free from General Motors. Such documents are not currently available.

General Motors and its directors and executive officers, Hughes and certain of its officers, and EchoStar and certain of its executive officers may be deemed to be participants in GM's solicitation of proxies or consents from the holders of GM \$1-2/3 common stock and GM Class H common stock in connection with the proposed transactions. Information regarding the participants and their interests in the solicitation was filed pursuant to Rule 425 with the SEC by EchoStar on November 1, 2001, and by each of GM and Hughes on November 16, 2001. Investors may obtain additional information regarding the interests of the participants by reading the prospectus and proxy/consent solicitation statement if and when it becomes available.

This communication shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of securities in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such jurisdiction. No offering of securities shall be made except by means of a prospectus meeting the requirements of Section 10 of the Securities Act of 1933, as amended.

Materials included in this document contain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that could cause our actual results to be materially different from historical results or from any future results expressed or implied by such forward-looking statements. The factors that could cause actual results of GM, Hughes, EchoStar, or a combined EchoStar and Hughes, to differ materially, many of which are beyond the control of EchoStar, Hughes or GM include, but are not limited to, the following: (1) the businesses of EchoStar and Hughes may not be integrated successfully or such integration may be more difficult, time-consuming or costly than expected; (2) expected benefits and synergies from the combination may not be realized within the

expected time frame or at all; (3) revenues following the transaction may be lower than expected; (4) operating costs, customer loss and business disruption including, without limitation, difficulties in maintaining relationships with employees, customers, clients or suppliers, may be greater than expected following the transaction; (5) generating the incremental growth in the subscriber base of the combined company may be more costly or difficult than expected; (6) the regulatory approvals required for the transaction may not be obtained on the terms expected or on the anticipated schedule; (7) the effects of legislative and regulatory changes; (8) an inability to obtain certain retransmission consents; (9) an inability to retain necessary authorizations from the FCC; (10) an increase in competition from cable as a result of digital cable or otherwise, direct broadcast satellite, other satellite system operators, and other providers of subscription television services; (11) the introduction of new technologies and competitors into the subscription television business; (12) changes in labor, programming, equipment and capital costs; (13) future acquisitions, strategic partnership and divestitures; (14) general business and economic conditions; and (15) other risks described from time to time in periodic reports filed by EchoStar, Hughes or GM with the Securities and Exchange Commission. You are urged to consider statements that include the words "may," "will," "would," "could," "should," "believes," "estimates," "projects," "potential," "expects," "plans," "anticipates," "intends," "continues," "forecast," "designed," "goal," or the negative of those words or other comparable words to be uncertain and forward-looking. This cautionary statement applies to all forward-looking statements included in this document.

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