



SHARP ELECTRONICS CORPORATION

Sharp Plaza • P.O. Box 650 • Mahwah, NJ 07430-2135
Corporate Number (201) 529-8200 • Telex 134-327

February 4, 2002

Attorney General John Ashcroft
U.S. Department of Justice
950 Pennsylvania Avenue, NW
Washington, DC 20530-0001

Chairman Michael Powell
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

As a leading provider of HDTV products, we are writing to support the expanded availability of quality HDTV programming that will be made possible by the merger of EchoStar and Hughes Electronics.

The Direct Broadcast Satellite ("DBS") industry has been a major driver of HDTV equipment sales. A Consumer Electronics Association survey found that 78% of current HDTV equipment owners use that equipment to view DBS programming. DBS drives HDTV equipment sales by providing the critical high definition content that gives consumers a reason to buy high quality digital hardware. This serves the public interest by moving the United States closer to a complete digital transition and, ultimately, the return of analog broadcast spectrum to the public.

The proposed EchoStar/Hughes merger will allow the combined companies to greatly expand the number of HDTV channels available on DBS, further accelerating consumer adoption of digital equipment. The efficiencies from the merger will allow New EchoStar to offer 12 all-HDTV channels, compared to the 2-3 channels offered on each service today. That represents over 100% more bandwidth-intensive HDTV programming as a direct result of the merger. Such an increase in HDTV capacity will provide incentives for programmers to increase HDTV programming, consumers to buy more HDTV equipment, and competitors in the cable and broadcast industries to upgrade their HDTV capabilities, all resulting in better service for consumers and a timely return of analog broadcast spectrum to the public.

For these reasons, we believe that the proposed Echostar/Hughes merger is good for consumers, competition, and the public interest. As such, we encourage you to approve the transaction.

Sincerely,

A handwritten signature in blue ink, appearing to read "Robert Scaglione", with a long horizontal flourish extending to the right.

Robert Scaglione
Vice President – Marketing
Consumer Electronics Group