



## **Sling Media to Showcase SlingPlayer 2.0 Featuring Clip+Sling and Sling.com at CES 2008**

### **Free Upgrade to the SlingPlayer Desktop Software for the PC Will Allow Slingbox Owners to Clip and Share Content Streamed from their Slingbox**

LAS VEGAS, Jan 07, 2008 (BUSINESS WIRE) -- Sling Media, Inc., a leading digital lifestyle products company, today announced it will be demonstrating Clip+Sling at CES as part of the company's new SlingPlayer(TM) 2.0 client software. Clip+Sling gives Slingbox customers the ability to "grab" snippets of their favorite television content and instantly share them with friends. As part of the demonstration at CES, Sling Media is also giving a sneak peak of the forthcoming video destination site, Sling.com. Clips made by Slingbox customers will be uploaded to Sling.com, creating personal playlists and feeds that can be viewed and subscribed to by other Slingbox customers as well as the community at large. In addition to featuring short-form content, Sling.com will be a vehicle for consumers to discover and enjoy long-form programming.

Clip+Sling is made possible by Sling Media's new SlingPlayer 2.0, the client software for the PC that gives Slingbox customers the ability to 'placeshift' their television content to a desktop or laptop computer located just about anywhere. SlingPlayer 2.0 is packed with new features: in addition to the revolutionary Clip+Sling, SlingPlayer 2.0 will include a program guide of channel listings and a local video buffer that gives customers DVR-like controls.

"Clip+Sling will be another exciting feature for Slingbox owners to use and enjoy, but it will also be appreciated by millions of other people who may discover a new show or favorite movie, thanks to the recommendations of their friends," said Blake Krikorian, co-founder, chairman and CEO of Sling Media. "Because of this fundamental shift in the way consumers create, share and interact with content, Clip+Sling will change the way people socialize around television."

#### Clip+Sling

Imagine wanting to share a great play from this weekend's game with someone who didn't see it. With Clip+Sling, Slingbox customers now have an intuitive application that allows them to create clips in mere seconds and instantly share them with friends and family. Clips are uploaded to Sling Media's video destination, Sling.com, where they can be viewed by anyone who has a Web browser. Clips viewed on Sling.com may also lead the consumer to a wealth of related short- and long-form content to enjoy.

#### Programming Guide

Similar to the program guide available on cable or satellite set-top boxes, SlingPlayer 2.0's program guide allows Slingbox owners to see exactly what shows are available on their home TV, no matter where they happen to be. Because SlingPlayer 2.0 uses a broadband Internet connection to stream video to the PC, Sling Media is able to use that same connectivity to give customers an easy-to-navigate view of their programming guide and supplemental content.

#### Video Buffer

Just like a DVR, the new SlingPlayer 2.0 video buffer allows users to pause live TV, fast forward or rewind instantaneously. The video buffer, temporarily stored on the PC or Mac, gives customers complete viewing flexibility even if they don't have a DVR at home.

"Clip+Sling is a major milestone and advance in the interactive revolution of television," said Jason Hirschhorn, president of the Sling Media Entertainment Group. "This is a great moment for consumers and an even bigger moment for content providers to explore new business and promotional opportunities for their programming."

Sling Media will demonstrate SlingPlayer 2.0 in the Sling Media booth, #73106, Sands Convention Center, at this week's International Consumer Electronics Show in Las Vegas, January 7th-10th. SlingPlayer 2.0 is in an internal beta, and the company is gearing up for a public preview release in the coming months.

In addition to the Sling Media booth, Sling Media products can be found in several other partner booths at the Consumer Electronics Show, including EchoStar Communications, Central Hall Las Vegas Convention Center (LVCC), booth #9021 and Microsoft, Central Hall LVCC, booth #7144.

#### About Sling Media

Sling Media, Inc., a wholly owned subsidiary of EchoStar Holding Corporation (NASDAQ:SATS), is the world's leading digital lifestyle company offering consumer services and products that are a natural extension of today's digital way of life. Sling Media's product family includes the internationally acclaimed, Emmy award-winning Slingbox(TM) that allows consumers to watch and control their living room television shows at any time, from any location, using PCs, Macs, PDAs, and smartphones. For more information on Sling Media or the Slingbox, visit [www.slingmedia.com](http://www.slingmedia.com).

SOURCE: Sling Media, Inc.

Sling Media, Inc.

Brian Jaquet, 650-293-8022 or 415-235-4844 (mobile)

[jaquet@slingmedia.com](mailto:jaquet@slingmedia.com)

or

Flashpoint PR for Sling Media

Jennifer Colton, 415-551-9621 or 415-420-5516 (mobile)

[colton@flashpointpr.com](mailto:colton@flashpointpr.com)

Alisa Weinstein, 415-551-9600 or 415-216-6319 (mobile)

[weinstein@flashpointpr.com](mailto:weinstein@flashpointpr.com)

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