



TTI Joins EchoStar's ViP-TV Reseller Program to Deliver IPTV Solutions to Telcos, Small Cable Operators and Healthcare Facilities

ENGLEWOOD, CO, Mar 08, 2010 (MARKETWIRE via COMTEX News Network) -- EchoStar Satellite Services L.L.C., a subsidiary of EchoStar Corporation (NASDAQ: SATS), announced today that Georgia-based Transparent Technologies, Inc. (TTI), a leading provider of integrated video and data services, has joined the ViP-TV(TM) Reseller Program. As a reseller, TTI will market ViP-TV services to cable systems, telco operators, healthcare facilities, hospitality venues and enterprises seeking a cutting edge IPTV solution.

TTI of Lawrenceville, Ga., presents service providers across the nation fully integrated solutions that include advanced video and data offerings. As a Cisco(R) Partner, TTI helps organizations implement Cisco's IPTV platform to uniquely define their customer experience. TTI's dynamic video solutions include: HFC, IPTV, Bandwidth Optimization & Reclamation, Interactive Services and Video Head-end Integration.

"We're excited to bring a Cisco-certified systems integrator like TTI to the EchoStar ViP-TV Reseller Program," said Vernon Smith, senior vice president and general manager of ViP-TV for EchoStar. "Together, we can raise the bar in providing the technical, financial and operational results that IPTV can deliver."

ViP-TV service offers a suite of IPTV services that includes more than 300 popular, broadcast-quality TV and music channels in IP H.264 format. ViP-TV also provides local TV channel aggregation in select designated market areas in both high definition and standard definition.

"Digital video is our passion, so the opportunity to work with one of the premier satellite-delivered, IP-encapsulated video providers like ViP-TV makes what we do fun," according to TTI President and CEO Steve Blackmon. "Our TTI video engineering team has extensive end-to-end knowledge of complex IPTV environments, including Cisco systems, with additional concentration on video-on-demand, interactive video and switched digital video systems."

"Cisco is committed to providing the tools, training and certification to help drive partner growth," said Larry Reist, director of Worldwide Channels at Cisco. "As one of Cisco's key video partners, TTI is well positioned to complement EchoStar's ViP-TV service offer to meet the demands of telcos, universities and healthcare facilities seeking video delivery."

EchoStar's resellers offer customers ViP-TV's blade-based receiver system that can help reduce required rack space, power consumption and operating costs for head-ends.

About TTI TTI is a leading integration partner to organizations looking to deploy leading edge video and data services by providing completely integrated solutions. TTI is able to operate as the only vendor contact, ensuring a customized experience at every stage of your project.

The all-encompassing, end-to-end approach at TTI offers the customer a genuine solution that includes engineering, construction and support services. Our integrated video and data solutions are currently deployed in the following markets: Enterprise, Healthcare, Hospitality and Cable & Telco Service Providers. Visit www.ttius.com.

About Cisco Systems Cisco Systems, Inc. is the worldwide leader in networking for the Internet. Cisco, Cisco Systems and the Cisco logo are registered trademarks of Cisco Systems Inc. in the United States and certain other countries. Visit <http://www.cisco.com>.

About EchoStar Satellite Services EchoStar Satellite Services L.L.C. is a wholly owned subsidiary of EchoStar Corporation (NASDAQ: SATS) and provides solutions for distribution of video, audio and data domestically and internationally. EchoStar also offers IPTV solutions through its ViP-TV platform. EchoStar represents a significant source of Ku-band and Ka-band satellite capacity and spacecraft operation services with 10 satellites, ground-based teleport facilities, and an expansive terrestrial U.S. backhaul network along with 24-hour Satellite Access Centers. For more information on ViP-TV, visit www.echostarviptv.com or www.echostar.com, contact 303-706-4040 or email viptv@echostar.com.

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