



## MVS Multivision and EchoStar Launch Satellite TV Service in Mexico

### **Basic Service Includes 25 Popular Channels for \$139 Pesos per Month; 'Dish' Satellite Television Services to Be Accessible Throughout Mexico; Rollout Begins in Puebla and Leon With Expansion to Largest Cities Soon**

ENGLEWOOD, CO and MEXICO CITY, Nov 25, 2008 (MARKET WIRE via COMTEX News Network) -- MVS Comunicaciones, one of the largest media and telecommunications conglomerates in Mexico, and EchoStar Corporation (NASDAQ: SATS), a leading U.S. designer and manufacturer of equipment for satellite, IPTV, cable, terrestrial and consumer electronics markets, announced today the formation of a joint venture called Dish Mexico that will launch "Dish," an affordable satellite TV service that will be available to consumers across Mexico.

The direct-to-home (DTH) satellite TV service will deliver a wide variety of audio and video channels in an all digital format. The service will be delivered via an EchoStar-provided high powered direct broadcast satellite allowing the service to reach beyond mountains and buildings to provide affordable video options for consumers across the entire country. Delivered directly to consumer homes via a small satellite dish antenna and a digitally encrypted set-top box, the service is expected to launch initially in the cities of Puebla and Leon and will be available across Mexico in the next few months.

"This joint venture between MVS and EchoStar makes it possible for a large sector of Mexico's growing population to receive a popular lineup of all digital television channels at an attractive price," said Charlie Ergen, CEO and chairman of EchoStar Corporation. "The opportunity to partner with MVS for a variety of services creates an exciting opportunity for EchoStar as we enter the Mexican market."

The basic service includes 25 Spanish and English-language channels for \$139 pesos per month (value added tax included). The basic package includes children's programming from Disney Channel, Jetix, Nick, Discovery Kids and Cartoon Network; general entertainment from Universal Channel, Sony, Warner Channel, 52MX, E! Entertainment Television and SciFi Channel; educational channels from Discovery Channel, Animal Planet, The History Channel and Infinite; sports programming from ESPN, ESPN 2 and Fox Sports; music channels from MTV and Exa TV; and movie channels from TNT, The Film Zone, MC, Multipremier and Cine Latino. In addition, Dish offers the following premium movie packages with no commercial breaks at an affordable monthly price: HBO, HBO Plus, HBO Family, Cinemax, Max Prime, Movie City, CityVibe, CityMix and Cinecanal.

Subscribers can lease a digital satellite TV set-top box, antenna and receive a standard professional installation.

MVS Multivision's existing MASTV service brings more than 570,000 customers to the newly formed joint venture. The Dish service will use the existing MASTV infrastructure that is positioned in 11 cities across Mexico and has been developed for the last 20 years to provide sales, billing and collection, installation, and customer service for subscribers.

EchoStar, a company that has been instrumental in providing satellite TV equipment and transmission services in the United States and Canada, is providing satellite capacity and uplink facilities for transmitting the service directly to MVS' customer homes in Mexico. Additionally, EchoStar is contributing award-winning digital satellite TV equipment including a small 20-inch dish antenna, satellite receiver, remote control and a secure conditional access system to the joint venture allowing customers to experience high quality all digital television services.

Subscribers will enjoy a feature-rich satellite receiver with a sleek, slim-line chassis design, an interactive user interface, on-screen program guide, parental control locks, closed caption, a universal infra-red remote control and other features that enhance the television viewing experience.

"The alliance of MVS with EchoStar for the launch of a direct-to-home satellite TV service generates an innovative and avant-garde product," said Ernesto Vargas, CEO of MVS Comunicaciones. "With Dish, the best pay TV channels will now reach most homes in the country at an affordable price. The attraction of this service is that it delivers channels most desired by Mexican families while offering a monthly cost lower than any other comparable pay TV service in the market. We're confident Mexican families will enjoy our well-rounded programming lineup, including children's programming, educational content, sports and music channels and premium movies."

The service will be available to order at Dish Mexico Service and Collection Centers and through community based door-to-door sales agents, commercial centers and self service stores.

Financial terms of the joint venture were not released.

#### About MVS Comunicaciones

After 30 years of experience, MVS Comunicaciones is a solid group with a presence in radio, television, broadband and publishing, and recognized for always providing innovative services. MVS Multivision service was launched in 1989 as the first television system with MMDS technology (microwave transmission) that became one of the fastest growing systems in the world, offering exclusive programming and the latest in technology. Since 2002 MVS Multivision has offered MASTV, the television system more accessible in Mexico, with 15 channels at the lowest cost of the market. Visit [www.mvs.com](http://www.mvs.com)

#### About EchoStar Corporation

EchoStar Corporation (NASDAQ: SATS) provides equipment sales, digital broadcast operations, and satellite services worldwide. EchoStar has 25 years of experience designing, developing and distributing advanced award-winning set-top boxes and related products for pay television providers. The company includes a network of 10 full-service digital broadcast centers and leased fiber optic capacity with points of presence in approximately 160 U.S. cities. EchoStar also delivers satellite services from eight owned and leased in-orbit satellites and related FCC licenses. Visit [www.echostar.com](http://www.echostar.com) for more information.

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