



Sling Media Introduces SlingGuide: Redefining Search and Discovery for Satellite, Cable and Terrestrial Broadcast Programming

With Powerful Browse and Search to Add Recordings, Smart DVR Space Management and Complete Recording Priority Control, SlingGuide Unlocks the Power of Your DVR From Anywhere -- on Your PC, Macintosh or iPhone

LAS VEGAS, NV, Jan 08, 2009 (MARKET WIRE via COMTEX News Network) -- International Consumer Electronics Show (CES) -- Sling Media, Inc., a wholly owned subsidiary of EchoStar Corporation (NASDAQ: SATS), today introduced SlingGuide, a new web-based way to easily find, watch and record your favorite television programming from anywhere. SlingGuide allows consumers to browse, search and record programs on their DVR from any PC, Macintosh or compatible mobile phone. In addition, if the DVR is SlingLoaded(TM) or has a Slingbox(TM) connected to it, consumers can also watch live or recorded programs off their DVR through a web-based version of the SlingPlayer software that is integrated into SlingGuide. SlingGuide will be available first to DISH Network subscribers when it launches in spring of 2009. For more information, go to www.slingmedia.com/go/slingguide.

"SlingGuide revolutionizes the way we search and discover traditional TV programming from satellite, cable and terrestrial broadcasts," said Blake Krikorian, co-founder and CEO of Sling Media. "As avid couch potatoes, we were frustrated with the existing methods for finding what to watch and record from our satellite and cable TV sources. Meanwhile, for the much larger universe of Internet-based content, we were able to enjoy amazingly quick, easy and precise search tools. 'What regional sports station is that ball game on? Why does it take me so many steps to set a recording for a show on next week?' In other words, why can't I simply 'Google' my TV? SlingGuide, our answer to this frustration, makes it easy for you to find, watch and record the programming that matters most -- from anywhere."

For DISH Network customers with select DVRs, SlingGuide will provide a personal, integrated and centralized view of everything you want to watch or record on DISH Network including programming from hundreds of channels, thousands of programming choices, and even internet video from Sling.com.

The following is a list of DISH Network DVRs that are expected to be compatible with SlingGuide at launch.*

HD DuoDVR(TM) SlingLoaded(TM) ViP(R) 922 (Just Announced)
DuoDVR(TM) ViP(R) 722k
DuoDVR(TM) ViP(R) 722
DuoDVR(TM) ViP(R) 622

*Receivers require a broadband network connection to use SlingGuide.

Beyond the Grid

Current program guides on your TV can limit a consumer's view of what is really available to watch at present and in the future. For that reason, consumers watch only a handful of channels or programs at most. SlingGuide's powerful search technology makes it easy to watch and discover new programming you may never have known existed using the power of your PC, Mac or mobile phone. With SlingGuide, you can search for shows by title, genre, network, keyword or actor.

A Better Remote Control

Using the web browser on an iPhone or iPod Touch, DISH Network customers can put the power of SlingGuide in the palm of their hand. Sitting in front of the TV, SlingGuide turns your iPhone or iPod Touch into an intelligent remote control capable of quickly browsing and searching the program guide, scheduling and managing DVR recordings, and more. SlingGuide on the iPhone or iPod Touch works with the DISH Network DVR to do this all in the background without disturbing the television picture displayed on the TV.

SlingLoaded or Slingbox-Enabled

While a Slingbox is not required to enjoy SlingGuide, those customers who have a Slingbox connected to one of the supported

DISH Network DVRs or are lucky enough to be one of the first to enjoy the DISH Network HD DuoDVR(TM) SlingLoaded(TM) ViP(R) 922, SlingGuide also gives you the ability to watch live TV or DVR recordings on your PC, Mac or compatible mobile phone, around the home or around the world.

SlingGuide Features at a Glance

- Personalized, integrated view of everything you want to watch or record in a simple visual interface on your PC, Mac or iPhone/iPod Touch
- All the features of your DVR's remote control plus the seamless ability to browse, record or watch from anywhere.
- Watch your shows anywhere (with a SlingLoaded DVR or Slingbox attached)
- Discover new programming you never knew you had
- Easy, comprehensive search instead of your old remote control
- One click to record
- Search and record shows from your iPhone or iPod Touch
- Integration with Sling.com for clips, trailers, etc. of your favorite shows

Pricing and Availability

SlingGuide will be free to DISH Network subscribers who have a network-connected, compatible DVR. Sling Media will make SlingGuide available to DISH Network customers in spring of 2009. A limited beta of SlingGuide is already under way. For an opportunity to participate in the beta program, go to www.slingmedia.com/go/slingguide.

About Sling Media

Sling Media, Inc., a wholly owned subsidiary of EchoStar Corporation (NASDAQ: SATS), is a leading digital lifestyle company offering consumer services and products that are a natural extension of today's digital life. Sling Media's products include the acclaimed, Emmy award-winning Slingbox(TM) that allows consumers to watch and control their living room TV shows at any time, from any location, using PCs, Macs, PDAs and smartphones and the revolutionary new SlingCatcher(TM), a universal media player that seamlessly delivers broadcast TV, Internet video and personal content to the TV. Sling Media also provides a video entertainment web site, Sling.com, offering consumers a variety of popular TV shows, movies and other entertainment free for viewing online or on TV using SlingCatcher. For more information on Sling Media, Slingbox or SlingCatcher, visit www.slingmedia.com. To watch your favorite TV shows and movies, visit www.sling.com.

For images of SlingGuide, visit <http://www.slingmedia.com/go/press-downloads>

Sling, Sling Media, Slingbox, SlingCatcher, SlingGuide, are all registered trademarks. All other brands, product names, company names, trademarks and service marks are the properties of their respective owners.

Media contact:

Brian Jaquet
Sling Media, Inc.
Email Contact
(650) 293-8022 office
(415) 235-4844 mobile

SOURCE: EchoStar Corporation; Sling Media, Inc.

<http://www2.marketwire.com/mw/emailprcntct?id=48F8F9AF32D06325>

Copyright 2009 Market Wire, All rights reserved.

News Provided by COMTEX