



## Sling Media Announces Upgrade Program for Slingbox Owners

### Current Slingbox Classic, Slingbox AV and Slingbox TUNER Customers in the U.S. and Canada Will Receive \$50 Off a Slingbox SOLO or Slingbox PRO-HD

FOSTER CITY, CA, Apr 01, 2009 (MARKET WIRE via COMTEX News Network) -- Sling Media, Inc., a wholly owned subsidiary of EchoStar Corporation (NASDAQ: SATS), today announced an upgrade program for Slingbox customers who currently own earlier versions of its award-winning Slingbox, including the original Slingbox, Slingbox AV and Slingbox TUNER. To qualify, Slingbox customers will be required to input a valid serial number at [www.slingmedia.com/upgrade](http://www.slingmedia.com/upgrade) and will then receive their discount for the purchase of either a Slingbox SOLO or Slingbox PRO-HD.

Sling Media is encouraging customers who own these earlier versions of Slingbox to upgrade to Slingbox SOLO or Slingbox PRO-HD to take advantage of next generation software and services that will only be supported when using the most current Slingbox and SlingLoaded products. Future software includes the highly anticipated SlingPlayer Mobile for iPhone software expected to launch soon.

For more information on the Slingbox upgrade program and to see if your Slingbox qualifies for the discount, go to [www.slingmedia.com/upgrade](http://www.slingmedia.com/upgrade). Your current Slingbox will still work without the upgrade, but software like SlingPlayer Mobile for iPhone and future services will only be supported for customers using Slingbox SOLO and Slingbox PRO-HD products or forthcoming SlingLoaded products.

#### 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 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 home television shows at any time, from any location, using PCs, Macs, PDAs and smartphones and the revolutionary new SlingCatcher(TM), a universal media player that delivers broadcast TV, Internet video and personal content to the TV. Sling Media is behind the video entertainment web site, Sling.com, offering consumers a wide variety of popular TV shows, movies and other entertainment free for viewing online or on TV using SlingCatcher. For more information on Sling Media, the Slingbox or the SlingCatcher, visit [www.slingmedia.com](http://www.slingmedia.com). To watch your favorite TV shows and movies, visit [www.sling.com](http://www.sling.com). Sling, Sling Media, Slingbox, SlingCatcher, SlingGuide, are all registered trademarks.

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