



EchoStar Europe Appoints General Manager for European Operations

Rhod Williams to Lead EchoStar Europe's Senior Management Team

STEETON, UK, Sep 09, 2010 (MARKETWIRE via COMTEX News Network) -- EchoStar Europe (www.echostar-europe.com), a leading developer of added-value, connected-device solutions to the digital television industry, announced today that Rhod Williams will lead the EchoStar Europe senior management team as General Manager.

Originally from Wales and having worked in the consumer electronics industry across Europe and the United States, Williams will oversee Engineering, Operations, and Sales and Marketing for EchoStar Europe and will be based in the U.K. He brings with him a wealth of experience from his most recent role as Senior Vice President of Engineering at EchoStar Technologies L.L.C. in the United States where he spearheaded EchoStar's global research and development efforts, overseeing the development and launch of state-of-the-art products for key customers such as DISH Network L.L.C., Bell TV, and Cyfrowy Polsat.

Following the company's recent successes in entering the European cable market and announcing plans to re-enter European retail with a SlingLoaded(R) product on the UK's freesat platform, Rhod's appointment will strengthen EchoStar's European management team and will enable the organisation to further develop its European operations and new business initiatives.

About EchoStar Europe:

EchoStar Europe (www.echostar-europe.com) is dedicated to enabling cable, IPTV, satellite and terrestrial operators to optimise network revenues by delivering added-value connected device solutions, services and applications. Through a comprehensive product range, including STBs, DVRs, home networking and place-shifting technology, our solutions enable the provision of state-of-the-art and cost effective entertainment services.

EchoStar Europe combines best-in-class engineering, VIP account management, supply chain, manufacturing and customer service into one dedicated and experienced team to provide customers with innovative technology solutions that enable new revenue opportunities and reduce operational costs. EchoStar Europe is headquartered in Steeton, UK, with European-based operations in Almelo, The Netherlands, Kharkov, Ukraine, and Madrid, Spain.

Comprising of a number of business units, EchoStar Europe is affiliated with EchoStar Technologies L.L.C. (www.echostar.com), a subsidiary of the publicly traded EchoStar Corporation (NASDAQ: SATS). EchoStar has shipped over 70m+ connected devices to digital TV operators around the world and secured a number of industry awards and market firsts for its technology.

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