



Slingbox 700U Wins Gold and Best in Show in IDEA 2010 Design Awards Competition

Sling Media's Ultra-Slim Device, Which Adds Placeshifting Capability to Set-Top Boxes, Garneres Acclaim for Form and Function

FOSTER CITY, CA, Jul 06, 2010 (MARKETWIRE via COMTEX News Network) -- Sling Media, Inc., a wholly owned subsidiary of EchoStar Corporation (NASDAQ: SATS), is pleased to announce that its Slingbox 700U has earned a Gold Award and one of just three Best in Show Awards in the Industrial Designers Society of America's 2010 International Design Excellence Awards (IDEA(R)) competition. The product was selected from a pool of 1,855 entrants.

Sling Media, in conjunction with New Deal Design LLC, designed the Slingbox 700U to be crafted from a single piece of recyclable aluminum in the form of a honeycomb which serves as both the product enclosure and an efficient heat-sink. The smallest Slingbox to date connects simply by a single USB connection to a DVR, creating an elegant, yet technically advanced solution that uses very little power. In real time the Slingbox 700U decrypts incoming video, transcodes it and finally, re-encrypts it for secure Internet playback anywhere in the world.

"IDEA10 is the most prestigious design competition in the world and we're elated to be honored with our partner New Deal for the hard work and creativity we have put into this product," said John Paul, executive vice president of Products at Sling Media. "At Sling Media our focus has always been on great design and this award takes us to the next level in delivering beautiful, innovative products."

"The absolute but meaningful reduction of the elements and the resulting functional clarity and aesthetic are as close to poetry as one can get in industrial design," said IDEA 2010 judge Stefan Pannenbecker from Nokia.

The Slingbox 700U and Sling Media's array of OEM products are available to television service providers worldwide. Visit <http://www.slingmedia.com> for more information about Sling Media's suite of OEM products. Visit <http://www.idsa.org> for more information about the Industrial Designers Society of America and the IDEA 2010 competition.

About Sling Media, Inc. Sling Media, Inc., a wholly owned subsidiary of EchoStar Corporation (NASDAQ: SATS), is the leading provider of video placeshifting products and services for consumers and television service providers. Sling Media's product family includes the internationally acclaimed, Emmy award-winning Slingbox(TM) that allows consumers to watch and control their living room television shows at any time, from any location, using internet-connected PCs, Macs, PDAs and Smartphones. For more information, visit www.slingmedia.com.

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