



Sling Media Introduces Slingbox 700U for Television Service Providers

DISH Network Plans to Be First to Take Sleek, Ultra-Slim Device That Adds HD Slingbox Capability to Any Compatible Set-Top Box Using Simple USB Connection

LAS VEGAS, NV, Jan 06, 2010 (MARKETWIRE via COMTEX News Network) -- Consumer Electronics Show 2010 -- Booth 9021 -- Sling Media, Inc., a wholly owned subsidiary of EchoStar Corporation (NASDAQ: SATS), today unveiled the Slingbox(R) 700U and announced that DISH Network plans to be the first television service provider to add the device to its product lineup. The smallest Slingbox yet, the Slingbox 700U is the fastest way of adding award-winning Slingbox capabilities to an existing Internet-connected set-top box such as DISH Network's ViP HD DVR.

"Television service providers are constantly looking for ways to deliver new and exciting services to satisfy existing customers and attract new customers," said John M. Paul, executive vice president of Products at Sling Media. "The surprisingly small, easy-to-install Slingbox 700U delivers 'TV Everywhere' services at a low acquisition and installation cost because it connects via USB on the existing set-top box and self-configures."

The Slingbox 700U eliminates the need for television service providers to invest in the development of their own placeshifting set-top boxes in order to offer "TV Everywhere" services. The newest Slingbox is easy to set up and can help television service providers reduce training and installation costs. The Slingbox 700U can significantly reduce time-to-market for television service providers wanting to add "TV Everywhere" services to their portfolio.

"The Slingbox 700U is an ideal device to implement our 'TV Everywhere' strategy for existing customers with ViP series satellite TV receivers," said Ira Bahr, chief marketing officer for DISH Network. "Sling Media has developed an easy-to-install Slingbox that greatly expands the number of customers who can enjoy 'TV Everywhere' around the house, or anywhere outside the home, on their laptops or mobile smart phones."

How It Works

The Slingbox 700U's sleek, modern and ultra-slim enclosure only hints at the technical sophistication inside. It is powered through a USB connection which removes the need for any other wires or connectors. In real time, the Slingbox 700U decrypts incoming video, transcodes it and then re-encrypts it for secure transmission over the Internet.

The Slingbox 700U is one in a suite of products and services that EchoStar Technologies L.L.C and its affiliate Sling Media are making available to television service providers to help them attract new subscribers, retain current customers, and bring placeshifting to the largest audience possible.

Sling Media will be demonstrating this new technology in Booth 9021 at the Consumer Electronics Show 2010 in the Central Hall of the Las Vegas Convention Center.

Photos of Sling Media products are downloadable at www.slingmedia.com/go/media.

About Sling Media, Inc.

Sling Media, Inc., an affiliate of EchoStar Technologies L.L.C., which is 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(R) that allows consumers to watch and control their living room television shows at any time, from any location, using PCs, Macs, PDAs and smartphones. For more information, visit www.slingmedia.com.

About DISH Network Corporation

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides more than 14 million satellite TV customers as of Dec. 10, 2009, with the highest quality programming and technology at the best value, including the lowest all-digital price nationwide. Customers have access to hundreds of video and audio channels, the most HD channels, the most international channels, state-of-the-art interactive TV applications, and award-winning HD and DVR technology including 1080p Video on Demand and the ViP(R) 722 HD DVR, a CNET and PC Magazine "Editors' Choice." DISH Network is included in the Nasdaq-100 Index (NDX) and is a Fortune 250 company. Visit www.dishnetwork.com.

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