



Sling Media Announces Availability of SlingPlayer Mobile for Windows Phone 7

Sling Media Featured as Microsoft Launch App Partner

FOSTER CITY, CA -- (MARKET WIRE) -- 11/09/10 -- Sling Media, Inc., a subsidiary of EchoStar Corporation (NASDAQ: SATS), today announced the availability of SlingPlayer Mobile™ for Windows Phone 7. As a Microsoft Launch App Partner, Sling Media is making the new SlingPlayer Mobile software available for purchase and download from the Windows Marketplace on the same day as North American mobile carriers introduce the new handsets in their retail stores.

"The big story about SlingPlayer Mobile on Windows Phone 7 is the quality of the user experience," said John M. Paul, executive vice president of Products at Sling Media. "From the fully revamped user interface to the clear, sharp video images, customers are going to thoroughly enjoy watching TV on their Windows Phone 7 handsets."

How it Works

When connected to a Slingbox SOLO or Slingbox PRO-HD via the Internet, the award-winning SlingPlayer Mobile software makes it easy to watch your home TV on a variety of handsets. Now Slingbox® owners with Windows Phone 7 devices can change channels, control their DVRs and watch their favorite shows anywhere they have a 3G or Wi-Fi internet connection.

Pricing and Availability

SlingPlayer Mobile for Windows Phone 7 is available now for \$29.99 (US), £22.99 (UK), EUR 21.10 plus local VAT (Europe), and CN\$31.99 (Canada) from the Windows Marketplace, accessible on any Windows Phone 7 handset or via the internet at <http://www.microsoft.com/windowsphone/en-us/apps/default.aspx>. SlingPlayer Mobile for Windows Phone 7 can be purchased, downloaded and installed in minutes. Initially, the software will be available only in English, with other languages to follow soon.

About Sling Media

Sling Media, Inc., an affiliate of EchoStar Corporation (NASDAQ: SATS), is the leading provider of video place shifting products and services for consumers and television service providers. Sling Media's product family includes the internationally acclaimed, Emmy award-winning Slingbox 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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