



## EchoStar Launches High Definition Satellite TV Service in Taiwan

TAIPEI, TAIWAN and ENGLEWOOD, CO, Jun 21, 2010 (MARKETWIRE via COMTEX News Network) -- EchoStar International Corporation, a subsidiary of EchoStar Corporation (NASDAQ: SATS), announced today the launch of DishHD(TM), a premier pay-TV service in Taiwan. DishHD is a new satellite TV service that provides the widest variety of high definition video channels in Taiwan in an all-digital format distributed directly to consumer homes via a small satellite antenna and a digital set-top box.

DishHD launched the service with a premier package containing more than twice the number of HD channels than any other pay television service in Taiwan. Utilizing the latest digital satellite technology to broadcast in pristine 1080i and crystal clear Dolby Digital 5.1 surround sound, DishHD delivers more than 30 HD channels from Asia and around the world.

"We're pleased to deliver a world class lineup of HD programming in Taiwan, a country known for its wide adoption of HD television sets," said Steve Schaver, president of EchoStar International Corporation. "DishHD is excited to introduce our Premier Pack with the most HD channels in Taiwan for the promotional price of 1000NT per month or approximately \$32 (U.S.). We plan to expand to more than 50 total HD channels by year end."

EchoStar brings more than 25 years of experience in satellite television and consumer pay television operations and is leveraging its direct-to-home operations expertise and award-winning set-top box technology to deliver superior television to Asian viewers. DishHD is broadcast via AsiaSat's high powered AsiaSat 4 satellite to direct-to-home satellite antennas as small as 30 cm in diameter.

DishHD also offers a premium set-top-box, the 612t HD DVR, which features two satellite tuners, an interactive electronic program guide, and a 500 gigabyte internal digital video recorder that allows customers to pause, record, and replay live television while simultaneously recording or watching another live TV channel.

For more information about DishHD, visit [www.DishHDAsia.com](http://www.DishHDAsia.com) or a local retailer such as COSTCO in Taiwan.

About EchoStar International Corporation EchoStar International Corporation, a leading provider of end-to-end pay TV delivery systems in Mexico and Taiwan, is a wholly owned subsidiary of EchoStar Corporation (NASDAQ: SATS), which provides equipment sales, digital broadcast operations, and satellite services worldwide. EchoStar has more than 25 years of experience designing and distributing advanced award-winning set-top boxes and related products for pay television providers. The company includes a network of 10 digital broadcast centers and delivers services from 10 satellites and related FCC licenses. Visit [www.echostar.com](http://www.echostar.com).

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