



EchoStar Wins 'Best of CES' Award for Hottest Home Video Product At 2008 International Consumer Electronics Show

LAS VEGAS, Jan 10, 2008 (PrimeNewswire via COMTEX News Network) -- EchoStar Holding Corporation (Nasdaq:SATS) and its wholly-owned subsidiary, EchoStar Technologies L.L.C., today announced they won a "Best of CES" award for the TR-50 DVR digital-to-analog converter box in the Home Video Category. Produced and judged by editors from CNET (www.cnet.com), the winners of the "Best of CES" Awards were announced Wednesday, January 9 at the 2008 International Consumer Electronics Show (CES) in Las Vegas.

Selected by CNET's unbiased, expert editors, "Best of CES" award winners are recognized as the hottest products in their respective technology categories for their unmatched innovation and creativity, and their ability to excite consumers and help them explore a world gone digital. CNET's editors received and reviewed hundreds of entries, as well as scoured the CES show floor for products to consider for the prestigious award.

EchoStar's TR-50 DVR, expected to be available in July 2008, allows analog TVs to receive digital over-the-air broadcasts and comes with an onscreen setup wizard for easy installation. The TR-50 also includes a digital video recorder, allowing customers to view, record and play back local over-the-air analog and digital broadcasts, including high definition. Other features include up to a seven-day electronic programming guide (EPG), program search, parental locks, VCR auto-tune timers, closed captioning, reminder pop-ups for pre-selected programming, and simultaneous output from HD and SD connections as well as Ethernet, modem and USB connections to support additional functionality. Pricing for the TR-50 DVR will be established in the coming months.

"We are honored that CNET has recognized the EchoStar TR-50 DVR with the prestigious 'Best of CES' Award, reaffirming our industry leadership in designing and manufacturing cutting-edge, sought-after products that offer unique benefits to consumers," said Mark Jackson, president of EchoStar Holding Corporation. "Our TR-50 DVR leverages the award-winning technology we put into our suite of receivers and will provide analog TV owners a viewing experience not unlike that offered by digital TV sets, ensuring they can continue to watch and record their favorite over-the-air programming without interruption."

"Chosen from hundreds of products at CES, EchoStar's TR-50 DVR demonstrates the creativity, excellence and vision that sets the standard in home video," said Jai Singh, editor-in-chief of CNET and senior vice president for Content Development. "The 'Best of CES' Awards brings together the top consumer electronics that will impact the coming year for consumer electronics."

For more information on the TR-50 DVR, email tr50@slingmedia.com or call 650.293.8640.

About EchoStar Holding Corporation

EchoStar Holding Corporation (Nasdaq:SATS) operates two primary businesses: digital entertainment solutions and fixed satellite services. The digital entertainment solutions business includes the Sling Media business and designs, develops and distributes set-top boxes and related products for direct-to-home satellite television service providers. The fixed satellite services business provides service on nine owned and leased in-orbit satellites and includes related FCC licenses, a network of seven full-service digital broadcast centers, and leased fiber optic capacity with points of presence in approximately 150 cities. Visit www.echostar.com for more information.

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