



## Bell TV First to Offer SlingGuide Services in Canada

### Sling Media Technology Makes It Easy for Bell TV Customers to Manage Their DVR Recordings Using Internet-Connected PC or Smartphone

FOSTER CITY, CA, Feb 12, 2010 (MARKETWIRE via COMTEX News Network) -- Sling Media, Inc., a subsidiary of EchoStar Corporation (NASDAQ: SATS), announced today that Bell TV will license SlingGuide(TM) to deliver advanced TV search, remote scheduling and recording services to its customers. Bell TV is the first licensee in Canada of Sling Media's search technology designed specifically for a television service provider. The customized version of SlingGuide for Bell TV's new service will be named Remote PVR. It will be available in French and English to customers on Feb. 12.

"SlingGuide, like other products in our portfolio developed for television service providers, is designed with smooth and rapid integration in mind," said John Paul, executive vice president of Products at Sling Media. "We're pleased that Bell TV customers will have full view and control of everything there is to schedule or record on their DVR from a PC, Mac or compatible smartphone. Remote PVR makes it easy for anyone to find and manage programming they never knew existed."

Sling Media also worked with Bell Mobility to make Remote PVR available for 11 popular, compatible smartphones. Bell Mobility customers can also put the power of Remote PVR in the palm of their hands by turning their smartphone into an intelligent remote control.

"This revolutionary service will change the way our customers manage their viewing experience," said Kevin Crull, President of Bell Residential Services. "Now our customers can search for, discover and schedule TV programming across all three screens -- TV, Internet and mobile. We see this as a sharp, competitive advantage."

#### Remote PVR Features at a Glance

- Delivers personalized and integrated view of everything there is to schedule or record in a simple visual interface on a PC, Mac or compatible smartphone.
- Provides ability to search, browse and schedule new programming from anywhere you have an Internet connection.
- Offers one click recording.
- Gives full control of the DVR and television using a computer or mobile phone.
- Manages programming independently without disturbing the picture displayed on the TV.

#### 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 PCs, Macs, PDAs and smartphones. For more information, visit [www.slingmedia.com](http://www.slingmedia.com).

#### About Bell

Headquartered in Montreal, Bell is Canada's largest communications company, providing consumers and business with solutions to all their communications needs, including Bell Mobility wireless, high-speed Bell Internet, Bell TV direct-to-home satellite television, Bell Home Phone local and long distance phone services, and IP-broadband and information and communications technology (ICT) services. Bell is proud to be a Premier National Partner and the Exclusive Telecommunications Partner to the Vancouver 2010 Olympic and Paralympic Winter Games.

Bell is wholly owned by BCE Inc. (TSX: BCE) (NYSE: BCE). For information on Bell's products and services, please visit [www.bell.ca](http://www.bell.ca). For corporate information on BCE, please visit [www.bce.ca](http://www.bce.ca).

Press contacts:

Jay Tannenbaum

Sling Media, Inc.

Direct: 650 293-8007

Email Contact

Julie Smithers

Bell Media Relations

(416) 528-9409

Email Contact

SOURCE: EchoStar Corporation

<http://www2.marketwire.com/mw/emailprcntct?id=83433772CB775147>

<http://www2.marketwire.com/mw/emailprcntct?id=F451A055691EFA88>

Copyright 2010 Marketwire, Inc., All rights reserved.

News Provided by COMTEX