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Hughes Europe Selected by Smiggle in its UK Debut

Comprehensive HughesON™ Managed Network Solution Includes Wireless Back-Up to Support Australian Retailer's UK Launch

GERMANTOWN, Md., July 8, 2014 /PRNewswire/ -- Smiggle, a fast-growing Australian stationery brand, announced today that it has selected Hughes Europe to provide its market-leading HughesON managed network services to all Smiggle's UK stores. The comprehensive solution comprises business broadband DSL, including voice services, connecting Smiggle stores to the company's stocking and distribution infrastructure and with secure, round-the-clock connectivity to the company's headquarters in Australia. Back-up 3G routing technology ensures that in the event of a temporary service interruption, the connection will be maintained by seamless switchover to wireless networks.



The breadth and flexibility of the HughesON solutions portfolio, combined with Europe-wide availability, makes Hughes an ideal partner for the Australian stationer, which opened its first stores in the South East of England early this year. Founded in 2003, Smiggle specializes in brightly colored stationery aimed at children, offering a wide range of bags, lunchboxes, notebooks, pens, erasers, accessories gadgets, and more.

Frank De Sa, Chief Information Officer, Smiggle & the Just Group said, "Hughes Europe came highly recommended by another established UK retailer. The company's expertise, Europe-wide reach and agile approach were key factors in choosing them as our preferred UK supplier, along with rapid response, delivery capability, and provision of a dedicated team."

Chris O'Dell, Vice President Sales and Marketing, Hughes Europe, said, "Our record in providing reliable, flexible and rapid network services has made us the first choice for retailers across Europe, like this colorful newcomer to the UK market. The cost-effective HughesON solution we're delivering is tailored to Smiggle's current needs and can be readily expanded as their business grows."

Working to a tight deadline, Hughes Europe created a dedicated solution, team and platform for Smiggle, ensuring installation was fully tested and operational ahead of schedule. Hughes Europe's Network Operations Centre provides Smiggle with 24/7 pro-active monitoring, which is especially important given the time difference between the UK and Smiggle's headquarters in Australia.

About Smiggle

Launched in 2003, Smiggle is recognized today as one of the world's leading children's stationery brands. The first Smiggle store opened in Melbourne, Australia and was an immediate success. As the concept took off, the company quickly grew to 20 stores and in 2007 became part of the Just Group, one of Australasia's top fashion retailers. One year later, Smiggle opened its first overseas store in New Zealand and three years later expanded into Singapore. In early 2014, Smiggle opened its doors in the UK for the first time with 7 stores trading within 10 weeks. Smiggle now has over 160 stores in 4 countries, establishing itself as the most exciting stationery brand across the globe. Please visit www.smiggle.co.uk.

About Hughes Europe

Hughes Europe is the European operating and sales organization of Hughes Network Systems, LLC (HUGHES) with facilities in Germany, the UK, and Italy. Utilizing its satellite hub earth station and network operations center in Griesheim, Germany, Hughes Europe provides comprehensive HughesON managed network services to large enterprises, government organizations and small businesses throughout the continent, both directly and through a growing family of value-added service providers. These networks support rapid, reliable transmission of data, voice, video, and multimedia content, employing best-of-breed satellite and terrestrial fixed and wireless technologies. For more information, please visit www.hugheseurope.com.

About Hughes Network Systems

Hughes Network Systems, LLC (Hughes) is the world's leading provider of satellite broadband for home and office, delivering

innovative network technologies, managed services, and solutions for enterprises and governments globally. HughesNet® is the #1 high-speed satellite Internet service in the marketplace, with offerings to suit every budget. To-date, Hughes has shipped more than 4 million systems to customers in over 100 countries, representing approximately 50 percent market share. Its products employ global standards approved by the TIA, ETSI and ITU organizations, including IPoS/DVB-S2, RSM-A, and GMR-1.

Headquartered outside Washington, D.C., in Germantown, Maryland, USA, Hughes operates sales and support offices worldwide, and is a wholly-owned subsidiary of EchoStar Corporation (NASDAQ: SATS), a premier global provider of satellite operations and digital TV solutions. For additional information about Hughes, please visit www.hughes.com.

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