



EchoStar's ViP-TV to Deliver Video Transport Service to IPTV Provider North Penn

ENGLEWOOD, CO, Nov 09, 2009 (MARKETWIRE via COMTEX News Network) -- EchoStar Satellite Services L.L.C., a wholly owned subsidiary of EchoStar Corporation (NASDAQ: SATS), announced today an agreement to deliver its ViP-TV(TM) video transport service to telecommunications provider North Penn Telephone Company, headquartered in Prattsburgh, N.Y. North Penn will receive transport of up to 49 IP-encapsulated high definition TV channels and up to 50 music channels to its IP headend. The announcement was made in advance of this week's TelcoTV Conference and Expo in Orlando, Fla.

North Penn supplies traditional and digital telephone, high-speed Internet and television services to three local exchanges to mostly rural residential customers south of the New York state border, including portions of Tioga and Bradford counties. North Penn was established in 1952 and serves an area that is approximately 300 square miles and mostly rural. North Penn has approximately 4,900 access lines.

"EchoStar delivers the customized video solution we were seeking, including the highest quality delivery of HD channels which allows us to expand our range of HD programming within a simple headend integration system," said Pete McClure, vice president and general manager of North Penn. "EchoStar's ViP-TV transport service meets our IP requirements and offers unsurpassed video quality at competitive pricing."

EchoStar's ViP-TV transport service can offer a suite of services, including a secure, MPEG-4 encoded IP stream of approximately 300 popular, broadcast-quality TV and music channels from a satellite located at 85 degrees W.L. ViP-TV can also provide satellite-delivered local TV channel aggregation in a telco's designated market area in both high definition and standard definition (where available).

"EchoStar has the on-the-ground expertise combined with the satellite infrastructure to deliver a reliable transport service, giving telecommunication companies like North Penn an affordable and compact headend system," said Vernon Smith, senior vice president in charge of EchoStar's ViP-TV service. "Our ViP-TV service uses the latest technology, such as encoders built specifically for an IPTV delivery system, giving our customers the most trusted and secure IP-encapsulated delivery method in the industry."

For more information on ViP-TV, visit www.echostarviptv.com, contact 303-706-4040 or email viptv@echostar.com.

About EchoStar Satellite Services

EchoStar Satellite Services L.L.C. is a wholly owned subsidiary of EchoStar Corporation (NASDAQ: SATS) and provides a reliable network available for backhaul, aggregation and distribution of video, audio and data domestically and internationally. EchoStar also offers the ViP-TV platform providing IPTV solutions. EchoStar represents a significant source of Ku-band and Ka-band satellite capacity and spacecraft operation services with nine satellites, ground-based teleport facilities, and an expansive terrestrial U.S. backhaul network along with 24-hour Satellite Access Centers. Visit www.echostar.com.

About North Penn

North Penn Telephone Company was established in 1952 when Herman Wagner, of Prattsburgh, New York and other minority stockholders purchased the present service area. North Penn's service area is located South of the New York State border including portions of Tioga and Bradford counties. The area that North Penn serves is approximately 300 square miles and mostly rural. Corporate business office is located in Prattsburgh, N.Y., with a local business office located in Mansfield (Roseville), Penn. Visit www.northpenntelephone.com

Press Contacts:

EchoStar:

Marc Lumpkin

303-706-5236

Email Contact

North Penn:

Pete McClure

800-691-9129

Email Contact

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