



## 'Sling' When You're Winning

### **EchoStar Europe Secures a Second Major Industry Award for Its State-of-the-Art Hybrid SlingLoaded(TM) Technology -- the HDS-600 R, a Platform That Delivers a Versatile and Personalised Television Experience Combining Broadcast, Broadband and Place-Shifting TV Services in Single Product Format**

STEETON, UK, Mar 25, 2010 (MARKETWIRE via COMTEX News Network) -- (NASDAQ: SATS): EchoStar Europe ([www.echostar-europe.com](http://www.echostar-europe.com)), a leading developer of added-value, connected-device solutions to the digital television industry, announced today it has secured the highly coveted 'Best Hybrid Broadcast-IP Video Delivery Solution or Service' award at the IPTV World Series Awards ([www.iptv-forum.com/awards](http://www.iptv-forum.com/awards)) in London. The award recognises customer premise equipment that caters to the convergence of IP and non-IP delivered video services. The IPTV World Series elite judging panel, comprising of leading industry journalists and market analysts, selected EchoStar Europe from six other candidates.

Judging panellist and digital TV industry analyst Benjamin Schwarz of CTOi Consulting commented, "This year's competition was extremely hard fought with an unprecedented number of nominations in the hybrid award category". Schwarz continued, "It is extremely pleasing to see so many exciting and innovative product solutions being launched in the IPTV space -- they clearly support operators' needs to deliver differentiated and enriched entertainment services on a multiplatform stage".

EchoStar Europe launched its latest SlingLoaded HDS-600 R platform at IBC2009, where it also won Cable and Satellite International's 'Product of the Year Award' for 'best customer premise technology' for its first SlingLoaded platform. The HDS-600 R is currently being showcased at the IPTV World Forum in London. The platform ensures that operators can deliver a compelling TV Everywhere experience, enabling them to secure multiplatform revenue streams by providing customers with greater flexibility to engage on-the-go lifestyles. Through integrated SlingLoaded, consumers can place-shift and watch TV from any location inside or outside the home and on any Sling-enabled device including mobile phones, laptops and secondary television sets.

Rick Smith, vice president of Sales and Marketing at EchoStar, commented, "We are absolutely delighted to win such a prestigious industry award". He continued, "This milestone clearly reinforces our strategy of providing added-value hybrid products that support digital television operators' needs for platforms that deliver converged services to consumers inside and outside the home".

Visit EchoStar Europe at stand #127 or contact [mark.goodburn@echostar.com](mailto:mark.goodburn@echostar.com) to book your personal product demonstration.

About EchoStar Europe:

EchoStar Europe ([www.echostar-europe.com](http://www.echostar-europe.com)) is dedicated to enabling cable, IPTV, satellite and terrestrial operators to optimise network revenues by delivering added-value connected device solutions, services and applications through a comprehensive product range, including STBs, DVRs, home networking and place-shifting technology.

EchoStar Europe combines best-in-class engineering, VIP account management, supply chain, manufacturing and customer service into one dedicated and experienced team to provide customers with new revenue opportunities and reduce operational costs. EchoStar Europe is headquartered in Steeton, UK, with European-based operations in Almelo, The Netherlands, Kharkov, Ukraine, and Madrid, Spain.

EchoStar Europe is an affiliate of EchoStar Technologies L.L.C. a subsidiary of EchoStar Corporation (NASDAQ: SATS) ([www.echostar.com](http://www.echostar.com)).

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