



Pace Joins EchoStar's ViP-TV Reseller Program to Deliver IPTV Solutions to Telcos

ST. LOUIS, MO, Apr 13, 2010 (MARKETWIRE via COMTEX News Network) -- EchoStar Satellite Services L.L.C., a subsidiary of EchoStar Corporation (NASDAQ: SATS), announced today that Minnesota-based Pace International, a national satellite TV hardware and content distributor and provider of IPTV solutions for telcos, ISPs and system operators, has joined the ViP-TV (TM) Reseller Program. The companies made the announcement at the IP Possibilities Conference and Expo today in St. Louis, Mo.

As a regional distributor of satellite TV equipment and services, Pace currently delivers hardware and content solutions, including local TV channels, to hundreds of thousands of commercial, SMATV and MDU units. Now, as a marketer of EchoStar's ViP-TV services, Pace can also arrange for IP-encapsulated video transport services and turn-key managed server solutions to telco operators, cable TV systems, and multiple dwelling unit (MDU) enterprises seeking an IPTV solution, including those serving gated communities, townhomes, hospitals, and hospitality markets.

"Pace is well positioned to provide telcos with a single partner who can help them 'Just Add TV' to their voice and data services and gain the retention value of a triple play offer," said Pace President Vern Swedin. "With hundreds of channels of IP video from ViP-TV paired with local TV channel coverage from other partners, Pace can provide telcos with an answer to their customers' requests for a video option on a single bill."

ViP-TV offers a suite of IPTV services that includes more than 300 popular, broadcast-quality TV and music channels in IP H.264 format. ViP-TV resellers offer customers ViP-TV's blade-based receiver system that can significantly reduce capital expenditures, required rack space, power consumption and operating costs for head-ends.

"We're excited to land Pace as a ViP-TV reseller as they have a unique set of integration skills to aggressively drive penetration of ViP-TV," said Vernon Smith, senior vice president and general manager of ViP-TV for EchoStar. "With Pace, telcos have another reason to deploy now versus waiting for increased competition for their customers. Our combined solutions and support provide a high quality and cost-effective IPTV solution."

About EchoStar Satellite Services EchoStar Satellite Services L.L.C. is a wholly owned subsidiary of EchoStar Corporation (NASDAQ: SATS) and provides solutions for distribution of video, audio and data domestically and internationally. EchoStar also offers IPTV solutions through its ViP-TV platform. EchoStar represents a significant source of Ku-band and Ka-band satellite capacity and spacecraft operation services with 10 satellites, ground-based teleport facilities, and an expansive terrestrial U.S. backhaul network along with 24-hour Satellite Access Centers. For more information on ViP-TV, visit www.echostarviptv.com or www.echostar.com, contact 303-706-4040 or email viptv@echostar.com.

About Pace Pace is an industry-leading automation and procurement specialist with expertise in supporting communication systems worldwide. As an authorized national hardware and content distributor for DISH Network, the company offers complete solutions that help telcos, ISPs, and system operators Just Add TV(TM) anywhere in their communities. Pace also carries the industry's most recognized communication hardware and tools, along with its own lineup of installation materials, sold under its own brand name, MVP(TM). Founded in 1972, Pace operates from its headquarters in Rochester, Minnesota, and through facilities in Denver, Colorado and Ningbo, China. For more information visit www.paceintl.com or call 1-800-444-PACE (7223).

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