



Sling Media to Demonstrate Award-Winning SlingPlayer Mobile for BlackBerry at CES

FOSTER CITY, Calif.--(BUSINESS WIRE)--Sling Media, Inc., a digital lifestyle products company, today announced that for the first time the company will be showing their award-winning SlingPlayer Mobile software running on RIM BlackBerry® smartphones at the Consumer Electronics Show in Las Vegas, January 7th – 10th. The technology demonstration will take place in Sling Media's booth, #73106, Sands Convention Center, using a BlackBerry Pearl™ 8120, which incorporates both cellular and Wi-Fi® data connectivity. Sling Media will release SlingPlayer Mobile for BlackBerry later this year.

"SlingPlayer Mobile for BlackBerry has been a top customer request since we launched the original Slingbox Classic in 2005, and being a BlackBerry addict myself I am particularly excited about this announcement," said Blake Krikorian, co-founder, chairman and CEO of Sling Media. "Combining the best of breed email device with the ability to watch and control your living room TV is a killer combo."

The personalized mobile TV experience for BlackBerry smartphones is enabled by the award-winning Slingbox which allows customers to watch their home TV on an Internet-connected Mac or PC as well as a number of mobile phone platforms including Windows Mobile, Palm OS and Symbian OS.

SlingPlayer Mobile does not require a monthly fee or other recurring charges. Slingbox customers simply need to purchase SlingPlayer Mobile for a one-time charge of \$29.99. All versions of SlingPlayer Mobile include a 30 day free trial.

Sling Media products and services will be on display in a number of places at the 2008 International CES show. In addition to the Sling Media booth located in the Sands Convention Center, Sling Media products can be found in several other partner booths including EchoStar Communications, Central Hall Las Vegas Convention Center (LVCC), booth 9021 and Microsoft, Central Hall LVCC, booth 7144. In addition all new Sling Media products and services will be on display at the Digital Experience press event on Sunday night at Caesar's Palace.

About Sling Media

Sling Media, Inc., a wholly owned subsidiary of EchoStar Holding Corporation (NASDAQ:SATS - News), is the world's leading digital lifestyle company offering consumer services and products that are a natural extension of today's digital way of life. Sling Media's product family includes the internationally acclaimed, Emmy award-winning Slingbox™ 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 on Sling Media or the Slingbox, visit www.slingmedia.com.

The BlackBerry and RIM families of related marks, images and symbols are the exclusive properties and trademarks of Research In Motion Limited. Wi-Fi is a registered trademark of the Wi-Fi Alliance. All other brands, product names, company names, trademarks and service marks are the properties of their respective owners.

MULTIMEDIA AVAILABLE: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5577693>

Contact:

Sling Media, Inc.

Brian Jaquet, 650-293-8022 or 415-235-4844 (mobile)

jaquet@slingmedia.com

or

Flashpoint PR for Sling Media

Jennifer Colton, 415-551-9621 or 415-420-5516 (mobile)

colton@flashpointpr.com

Alisa Weinstein, 415-551-9600 or 415-216-6319 (mobile)

weinstein@flashpointpr.com