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Deluxe/EchoStar LLC Enables Movie Delivery for Digital Cinema Distribution Coalition

Company Provides Digital Satellite Delivery of Content to Theater Complexes Across the U.S.

BURBANK, Calif. & ENGLEWOOD, Colo.--(BUSINESS WIRE)-- Deluxe/EchoStar LLC has announced that it has been selected by the Digital Cinema Distribution Coalition (DCDC) to provide digital asset management, distribution by satellite and other means, as well as operations support for its advanced theatrical digital delivery platform.

The Deluxe/EchoStar joint venture was formed in 2010, to bring together the digital asset management and distribution expertise of industry veteran Deluxe Digital Cinema Inc., a subsidiary of Deluxe Entertainment Services Group Inc.; with the satellite operations and transmission expertise of EchoStar Satellite Services L.L.C., a subsidiary of EchoStar Corporation (NASDAQ: SATS).

DCDC was formed by AMC Theaters, Regal Entertainment Group, Cinemark Theaters, Universal Pictures and Warner Bros. to create a state of the art digital network open to all content providers and exhibitors for delivery of movies and other content to theatres in North America.

"Deluxe/EchoStar is enabling DCDC to fulfill the promise of deploying a highly cost-effective, secure, and robust infrastructure for digital delivery of movies and other content to theaters across North America," said Randolph Blotky, spokesman for DCDC.

"We are pleased at this expression of confidence in the capabilities of Deluxe/EchoStar to support DCDC in providing a reliable, secure and cost effective satellite distribution platform that will ensure theater audiences continue to enjoy the high-quality cinematic experience they are accustomed to," said Joe Hart, senior vice president of Digital Cinema North America at Deluxe Entertainment Services Group, Inc.

"Our satellite delivery system will allow theater owners to leverage their substantial investment in digital exhibition and expand their programming offerings while stabilizing the cost of distribution," said Anders Johnson, president of EchoStar Satellite Services L.L.C.

Theater owners across the country have invested heavily in digital upgrades at a cost of \$70,000 to \$100,000 per screen. Currently, most digital content delivery is achieved by loading new releases on hard drives that are shipped to and from theaters around the country. Secure satellite delivery of content by Deluxe/EchoStar directly to theaters will lower movie distribution costs and allow exhibitors to offer theater goers live events and other special content.

About EchoStar

EchoStar Corporation (NASDAQ: SATS) is a leading global provider of satellite operations and video delivery solutions. EchoStar's wholly-owned subsidiary, Hughes, is the world's leading provider of satellite broadband services, delivering network technologies and managed services for enterprise and government customers in more than 100 countries. Headquartered in Englewood, Colorado, with additional business units world-wide, EchoStar is a multiple Emmy award-winning company that has pioneered advancements in the set-top box and satellite industries for over 30 years, consistently delivering value for customers, partners and investors through innovation and outstanding quality. Over the last three decades EchoStar's contribution to video technology has been a major influencer in the way consumers view, receive and manage their TV programming. EchoStar's consumer solutions include HughesNet®, North America's #1 high-speed satellite Internet service, Sling Media's Slingbox® products, and EchoStar's line of advanced digital video set-top box products for the international free satellite and terrestrial viewer markets. For more information, please visit www.EchoStar.com.

About Deluxe Entertainment Services Group Inc.

A wholly-owned subsidiary of MacAndrews & Forbes Holdings Inc., Deluxe is a leading provider of a broad range of services and technologies for the global digital media and entertainment industry. Bringing together a comprehensive network of specialized companies with best-in-class artistry, cutting-edge technology, streamlined delivery and distribution solutions and customized management strategies, Deluxe approaches all of its businesses with an ingrained attention to quality, detail and creativity. From start to finish, in whatever format or language is required, Deluxe has the infrastructure and in-house capacity to provide complete solutions to a broad range of customers, including: major motion picture studios, television networks and cable companies, advertising agencies, brands, production companies, independent distributors and content owners.

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