



## **Sling Media Announces SlingPlayer Mobile for UIQ on Symbian OS**

### **Company Will Demonstrate Award-Winning Mobile TV Solution at CTIA on a Variety of Symbian Smartphones Including the Sony Ericsson W960i and the Nokia N95 8GB**

FOSTER CITY, Calif. & LONDON, Mar 27, 2008 (BUSINESS WIRE) -- Sling Media, Inc., a digital lifestyle products company, today announced SlingPlayer(TM) Mobile for UIQ on Symbian OS(TM), bringing the best mobile TV experience to this popular smartphone platform. The company will showcase its new software at the Symbian booth (#4855, Hall N4) at the CTIA Wireless Show in Las Vegas, NV, April 1 - 3, 2008. Separately, Sling Media is announcing that its existing SlingPlayer Mobile for S60 on Symbian OS will soon support Nokia's popular N95 8GB, which will also be demonstrated at CTIA.

With today's announcements, Sling Media adds to the already robust smartphone support it offers its customers and gives Slingbox owners the ability to watch and control their home TV using even more of the most popular smartphones available in the U.S. and in Europe. Sling Media expects to release SlingPlayer Mobile for UIQ worldwide this summer and expects the new version of SlingPlayer Mobile for S60 to be available this spring.

"We are excited to expand our support for Symbian smartphones, providing customers with the best possible mobile TV experience. With over two-and-a-half billion global 3G and WiFi connections the market potential for mobile TV is huge," said Blake Krikorian, co-founder and CEO of Sling Media. "In order to meet this growing desire for mobile TV, we will continue to expand the availability of SlingPlayer Mobile to as many platforms and devices as possible. Adding SlingPlayer Mobile to such a cutting edge platform as UIQ on Symbian OS is a great step forward in expanding user accessibility to their home TV set-up."

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

Sling Media expects to support the following UIQ handsets at launch and will continue to expand handset support thereafter.

- Sony Ericsson P1i
- Sony Ericsson P990i
- Sony Ericsson W960i
- Sony Ericsson W950i
- Sony Ericsson M600i
- Motorola MOTORIZR Z8

A full list of compatible smartphones for all SlingPlayer Mobile-supported platforms can also be found at <http://www.slingmedia.com/go/spm-requirements>.

"SlingPlayer Mobile for Symbian smartphones extends the reach of home TV viewing to a user's phone with the same diverse line-up of viewable content. We're excited to have the SlingPlayer experience delivered to UIQ -- it's fast, it's fun, and it offers an enjoyable user experience," said Jerry Panagrossi, Vice President and General Manager of North American Operations, Symbian.

SlingPlayer Mobile gives Slingbox customers their entire home TV experience, including local channels, local sports teams, video on demand, pay per view, etc. Any program that you can watch on your sofa back home, you can now watch via a PC or Mac, as well as UIQ, Symbian S60, Palm OS, and Windows Mobile-based smartphones anywhere you can get an Internet connection (3G Cellular or WiFi). In addition, SlingPlayer Mobile users can also control their home digital video recorder (DVR) to watch recorded shows, pause, rewind, and fast forward live TV and even program and watch new recordings while away from home.

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 US, \$34.99 Canadian dollars or GBP 19.99 Inc VAT British pounds. All versions of SlingPlayer Mobile include a 30-day free trial and can be purchased at [www.slingmedia.com](http://www.slingmedia.com).

#### About Sling Media

Sling Media, Inc., a wholly owned subsidiary of EchoStar Corporation (NASDAQ:SATS), 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(TM) 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](http://www.slingmedia.com).

SOURCE: Sling Media, Inc.

Sling Media, Inc.

Brian Jaquet, 415-235-4844 (mobile)

[jaquet@slingmedia.com](mailto:jaquet@slingmedia.com)

or

Flashpoint PR for Sling Media, Inc.

Alisa Weinstein, 415-551-9600

[weinstein@flashpointpr.com](mailto:weinstein@flashpointpr.com)

Copyright Business Wire 2008

News Provided by COMTEX