



## Sling Media Develops Industry's First Cable Modem to Integrate Place-Shifting Capabilities

### Company Will Market New SlingModem as an OEM Device to MSOs Worldwide

LAS VEGAS, Jan 07, 2008 (BUSINESS WIRE) -- Sling Media Inc., a digital lifestyle products company, today announced the development and CableLabs certification of the first cable modem that fully integrates the place-shifting capabilities pioneered in the original Slingbox(TM). With the SlingModem(TM), customers can easily watch and control their TV programming on any Internet-connected computing device just as they would in front of the living room television.

"Both Sling Media customers and the industry have asked whether the acquisition by EchoStar would limit Sling Media's focus to products for DISH Network and other satellite TV service operators. The introduction of the SlingModem demonstrates our operator-agnostic philosophy, as well as our commitment to the cable industry," said Blake Krikorian, co-founder and CEO of Sling Media. "We are working with MSOs both in the U.S. and worldwide, and we expect to deliver the SlingModem through OEM customers in 2008."

The SlingModem provides the cable customer with both a broadband connection as well as the placeshifting functionality made famous by the Slingbox. Connecting a SlingModem is as simple as a traditional modem, with the only required input being the coaxial cable from the wall. Upon set up, users will instantly have access to their analog cable channels on a PC, Mac, or compatible smartphone. In addition, customers with a digital cable set-top box can connect SlingModem to the set-top box to access live or recorded television programming, premium content and video on demand. Because the SlingModem requires no router configuration, installation is simple and low cost while also providing tremendous added value to the customer.

#### About Sling Media

Sling Media, Inc., a wholly owned subsidiary of EchoStar Holding 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.

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