



## **EchoStar's DISH Network Wins Best of Show Award For New Home Entertainment Powerhouse - DishPVR 721; Innovative New Keyboard with Built-In Remote Control Also Wins Special Honors**

LITTLETON, Colo., Jan 9, 2002 (BUSINESS WIRE) -- EchoStar Communications Corporation (Nasdaq: DISH) and its DISH Network™, a leader in pioneering advanced home TV entertainment products, announced today that its new powerhouse of home entertainment, the DishPVR 721 satellite TV system, was awarded top honors as the Best of Show in the Innovations Design and Engineering showcase in the Satellite Systems product category at the 2002 International Consumer Electronics Show in Las Vegas, Jan. 8-11. The coveted Innovations award recognizes design and engineering excellence as judged by a panel of prominent industry experts advised by the Industrial Designers Society of America. Product evaluations are based on weighted criteria such as value to user, aesthetics, contributions to the quality of life and the product's innovative qualities.

The DishPVR 721 is the first satellite TV receiver offering up to 110 total hours of video storage and personal video recording (PVR) and introduces access ports that can offer high-speed Internet access to be displayed on television. As a multimedia center, the DishPVR 721 features the ability to record two programs at the same time while watching a third pre-recorded program, and picture-in-picture capabilities on any TV. Future upgrades via satellite will enable broadband web browsing on the television and the ability to download music or games using the largest storage capacity available on any satellite TV receiver. The DishPVR 721 is expected to be available to consumers in early 2002.

DISH Network's new Platinum Plus Keyboard, a perfect accessory to the DishPVR 721, also won the Innovations 2002 Design and Engineering Showcase Award at CES. The Platinum Plus Keyboard's one-of-a-kind design features an integrated remote control built into the side of the wireless keyboard that mirrors the functions and key layout found on the DishPVR 721 handheld remote control. This new design allows consumers intuitive operation of both Internet and TV entertainment functions found on the DishPVR 721. Keyboard functions and remote control operations are integrated into a single, easy-to-use device for operation of the satellite TV program guide, personal video recording, picture in picture, TV, and future Internet features.

As Innovations winners, the DishPVR 721 and the Platinum Plus Keyboard are on display at the CES Innovations Booth No. 3073 in the Hilton Pavilion. As a Best of Show winner, the DishPVR 721 will also be on display in the Grand Lobby of the Las Vegas Convention Center. Demonstrations are available at EchoStar's booth (No. S19310) Jan. 8-11 at the Las Vegas Convention Center.

The DishPVR 721 is a complete home entertainment system that embodies four of the most exciting emerging technologies available today into a single, easy-to-use product. Like all DISH Network satellite TV products, the DishPVR 721 can be upgraded via satellite to provide customers new capabilities as they become available.

- 1.) DISH Network satellite TV - An enormous selection of hundreds of all digital satellite TV entertainment, family, news, sports, foreign-language and local TV programming.
- 2.) Personal Video Recording (PVR) - With a massive hard drive capable of up to 110 hours of total video storage and recording capabilities, customers can easily record their favorite programs, pause live TV, perform their own 10-second instant replays, skip ahead 30 seconds through pre-recorded programs, and more. It's TV how you want it, when you want it.
- 3.) Broadband Access - With USB ports, the DishPVR 721 opens the doors to huge entertainment possibilities and future upgrades via satellite, such as fast, reliable, always-on broadband access to StarBand satellite Internet or DSL, video or music on demand, and downloading of popular music onto a CD-burner.
- 4.) Interactive Television - The combination of receiving TV and data signals via satellite along with a massive hard disk drive creates opportunities for future enhancements that may include games, instant home shopping and a library of music, movies and other content.

At the release of the product, the DishPVR 721 will offer features such as two satellite TV tuners that let customers record up to

two programs at once while viewing a third pre-recorded program, personal video recording, a seven-day on-screen program guide and the ability to read e-mail or surf the Internet through its internal 56K modem. Additional features that will be available on the DishPVR 721 include Caller ID, UHF/IR remote control for use between walls or cabinets, front panel jacks for future use with still or video cameras for capturing images to attach to e-mail, Dolby Digital output, V-chip type technology for parental controls, and additional USB connections for future interface with peripheral devices like printers, cameras, or CD writers. EchoStar will also offer future upgrades via satellite to enable access to high-speed Internet service and a program search feature.

For Press: Electronic, downloadable images of the DishPVR 721 and its award-winning wireless keyboard are available at [www.dishnetwork.com](http://www.dishnetwork.com).

DISH Network is a trademark of EchoStar Communications Corporation. DISH Network is EchoStar's state-of-the-art direct broadcast satellite TV system that is capable of offering over 500 channels of digital video and CD-quality audio programming, as well as fully MPEG-2/DVB compliant hardware and installation. EchoStar is included in the Nasdaq-100 Index (NDX) which contains the largest non-financial companies on the Nasdaq Stock Market. DISH Network currently serves over 6.4 million customers.

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