



EchoStar Demonstrates OpenTV's Interactive Services for Dish Network; EchoStar To Introduce New Digital Set-Top Box With OpenTV Operating System Software

LAS VEGAS--(BUSINESS WIRE)--July 19, 1999--EchoStar Communications Corp. (NASDAQ: DISH, DISHP) will demonstrate its new interactive TV services using OpenTV® software at the annual Satellite Broadcasting and Communications Association expo in Las Vegas. These new interactive services are planned to provide DISH Network satellite television customers later this year with numerous opportunities to access e-commerce, music information, customer care assistance, and other interactive services. EchoStar's new Model 3800 and current Model 4700 series satellite receivers will deliver interactivity to DISH Network customers this winter as quickly and easily as changing channels.

This will represent the first deployment of OpenTV services to the entire U.S. market. EchoStar will license and deploy OpenTV's technology and software with EchoStar's Model 3800 and 4700 series satellite receivers, which will be available via satellite download to consumers this winter. Both interactive TV systems will qualify for DISH Network One-Rate Plans.

OpenTV is the leader in interactive television with more than 3 million homes currently using its platform worldwide.

"By being the first in the U.S. to offer OpenTV interactive television, we're offering our customers more of what they want from their television experience," said Mark Jackson, senior vice president of Satellite Services at EchoStar. "DISH Network's interactive TV services can provide customers instant high-speed information while generating new revenue streams for EchoStar and the content providers who use our service. Most importantly, DISH Network interactive TV services places us steps ahead of our competitors."

"EchoStar's DISH Network is the ideal medium for the first U.S. deployment of truly interactive services for people who enjoy watching television," said Jan Steenkamp, CEO of OpenTV. "The key to our success is an open and flexible software design, which uniquely positions us to bring expanded digital interactive services to the entire U.S. television market."

During the first year of deployment, DISH Network intends to offer its customers a variety of enhanced television services, such as an interactive electronic program guide, e-mail and Internet access for television, weather forecasts on demand and a variety of customer care and e-commerce services, including local weather and music merchandising, with more to be added in the future.

EchoStar Communications Corp., includes three interrelated business units:

- DISH Network™ is EchoStar's state-of-the-art DBS system that offers customers over 300 channels of digital video and CD-quality audio programming, fully MPEG-2/DVB compliant hardware and installation.
- EchoStar Technologies Corporation designs, manufactures and distributes DBS set-top boxes, antennas and other digital equipment for the DISH Network and various international customers that include ExpressVu Canada and Telefonica's Via Digital system in Spain. ETC also provides uplink center design, construction oversight and project integration services for customers internationally. ETC also oversees EchoStar Data Networks Corporation in Atlanta, a leading supplier of MediaStream® technology for distributing Internet content over satellite networks.
- Satellite Services provides the delivery of video, audio and data services to business television customers and other satellite users. These services include satellite uplink, satellite transponder space usage, and other services. Satellite Services also administers SKY VISTA, a direct broadcast satellite service offering over 27 channels of popular digital satellite television programming to viewers in Alaska, Hawaii, Puerto Rico and the U.S. territories in the Caribbean.

DISH Network currently serves approximately 2.6 million customers. DISH Network is a trademark of EchoStar Communications Corporation. DISH Network is located on the Internet at: www.dishnetwork.com.

About OpenTV

OpenTV is a worldwide leader in interactive television software for the digital receiver, providing a complete end-to-end solution for the development and delivery of interactive services via digital satellite, cable and terrestrial broadcast. More than 3 million digital receivers have been shipped worldwide with the OpenTV operating system software. To date, OpenTV software solutions have been deployed by 12 television networks worldwide including British Sky Broadcasting (BSkyB) in the United Kingdom and TPS in France. EchoStar's DISH Network is scheduled to launch their interactive services in the U.S. utilizing OpenTV software later this year.

The OpenTV operating system software is licensed to more than 20 digital receiver manufacturers and OpenTV's authoring tools are licensed to more than 100 independent developers, content and service providers. OpenTV is a member of the Digital Video Broadcasting (DVB) project and a licensee of Personal Java™ from Sun Microsystems.

Worldwide headquarters for OpenTV is located in Mountain View, Calif., with European operations based in Paris, France. Information on OpenTV is available at www.opentv.com.

OpenTV is a registered trademark of OpenTV, Inc. All rights reserved. Java and all Java-based trademarks and logos are trademarks or registered trademarks of Sun Microsystems, Inc. in the U.S. and other countries. All other trademarks are the property of their respective owners.

EchoStar Communications Corp., includes three interrelated business units:

-- DISH Network™ is EchoStar's state-of-the-art DBS system that offers customers over 300 channels of digital video and CD-quality audio programming, fully MPEG-2/DVB compliant hardware and installation.

-- EchoStar Technologies Corporation designs, manufactures and distributes DBS set-top boxes, antennas and other digital equipment for the DISH Network and various international customers that include ExpressVu Canada and Telefonica's Via Digital system in Spain. ETC also provides uplink center design, construction oversight and project integration services for customers internationally. ETC also oversees EchoStar Data Networks Corporation in Atlanta, a leading supplier of MediaStream® technology for distributing Internet content over satellite networks.

-- Satellite Services provides the delivery of video, audio and data services to business television customers and other satellite users. These services include satellite uplink, satellite transponder space usage, and other services. Satellite Services

also administers SKY VISTA, a direct broadcast satellite service offering over 27 channels of popular digital satellite television programming to viewers in Alaska, Hawaii, Puerto Rico and the U.S. territories in the Caribbean.

DISH Network currently serves approximately 2.6 million customers. DISH Network is a trademark of EchoStar Communications Corporation. DISH Network is located on the Internet at: www.dishnetwork.com

--30--djm/dx*

CONTACT: EchoStar Communications Corporation
Judianne Atencio
Director of Communications
303/723-2010
e-mail: judianne.atencio@echostar.com
or
OpenTV, Inc.
Mary Montes
Marketing Communications Manager
650/429-5556
e-mail: mmontes@opentv.com