DISH Network Offers Rugby World Cup 1999 LIVE!

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(SW)(CO-DISH/RUGBY-WORLD-CUP)(DISH) DISH Network Offers Rugby World Cup 1999 LIVE!

Sports Editors and Rugby Writers/Columnists

LITTLETON, Colo.--(BW SportsWire)--Oct. 11, 1999--

Visit www.dishnetwork.com to Order a DISH Network Satellite TV System

to Watch the LIVE Broadcast of Rugby World Cup

EchoStar Communications Corp. (NASDAQ: DISH, DISHP) announced today that DISH Network is the only satellite television provider to offer the Rugby World Cup 1999 semi-finals and championship games LIVE on DISH-On-Demand pay-per-view.

The most important rugby event of the season will be broadcast LIVE from the United Kingdom beginning Saturday, Oct. 30, 1999, with the championship match on Saturday, Nov. 6, 1999.

Rugby World Cup is the third-largest sporting event in the world, where teams meet from across the globe to compete for the coveted Web Ellis Trophy. DISH-On-Demand's broadcast of Rugby World Cup is a full-access package that seats DISH Network customers in the front row for the following games:

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Saturday, Oct. 30     9:30 a.m. - 12:30 p.m. ET     Semi Final 1
Sunday, Oct. 31       9:30 a.m. - 12:30 p.m. ET     Semi Final 2
Thursday, Nov. 4      2:30 - 5:30 p.m. ET           3rd vs. 4th Place
Saturday, Nov. 6      9:30 a.m. - 12:30 p.m. ET     Championship
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Customers can order all four games for $49.95 with pre-game telecasts. A la carte games are $14.95 each for the first three games and $19.95 for the championship game. Individual games can be ordered by remote control on the day of the event.

Customers can watch their favorite teams, including defending champion South Africa, for the final Rugby World Cup games of the millennium LIVE by using a DISH Network dish antenna pointed at 119 degrees West Longitude on channel 503. Customers may order Rugby World Cup from DISH Network's website at www.dishnetwork.com, directly by remote control for a la carte games, or by calling 1-800/333-DISH.

GET DISH NETWORK FOR RUGBY WORLD CUP 1999

Become a new DISH Network customer and save! There are several ways to get a DISH Network satellite TV system to watch Rugby World Cup 1999. To find a DISH Network retailer near you or to directly purchase DISH Network's revolutionary DISH 500 satellite TV system, as well as order popular programming offering hundreds of channels of all-digital programming with packages starting at $19.99 per month, visit www.dishnetwork.com or call 1-800/333-DISH (3474).

DISH Network is EchoStar's state-of-the-art direct broadcast satellite system that is capable of offering over 500 channels of digital video and CD-quality audio programming, fully MPEG-2/DVB compliant hardware and installation. DISH Network was also ranked number one in customer satisfaction among satellite/cable TV subscribers by the J.D. Power and Associates 1999 Cable/Satellite TV Customer Satisfaction Study. DISH Network, which currently serves over 3 million customers, is a trademark of EchoStar Communications Corporation. DISH Network is located on the Internet at www.dishnetwork.com.