



NEA, EchoStar and Future View to Announce Safe School Partnership; President Clinton Applauds High-Tech Alliance

WASHINGTON, D.C.--(BUSINESS WIRE)--June 7, 1999--President Clinton will announce today an innovative public and private partnership between the National Education Association (NEA), EchoStar Communications Corporation's DISH Network (NASDAQ:DISH) (NASDAQ:DISHP) and Future View. At a White House conference on mental health, the President is expected to announce the donation of 1,000 satellite television dishes and free air time to schools nationwide by EchoStar, as well as original educational programming on school safety designed by NEA and its partner, the Learning First Alliance. Future View, a communications company specializing in creating private networks, is donating its production facilities and staff for program development.

In response to the tragic shootings near Littleton, Colo., EchoStar, a direct broadcast satellite TV company, has joined with NEA and Future View to become partners in an innovative, high-tech school safety program. NEA and the Learning First Alliance will develop programming to be broadcast to EchoStar's 18-inch satellite dishes.

"As a Littleton-based company, we realize the importance of instituting educational programs geared toward promoting safe schools," says Charlie Ergen, CEO and chairman of EchoStar. "EchoStar's donation of 1,000 satellite TV systems and air time makes it possible to beam educational programming about school safety directly to the doorsteps of schools across America to make our schools as safe as possible."

President Clinton is challenging other members of the business community and media outlets to donate resources so that every school district will be able to receive the benefit of the NEA and Learning First Alliance programming.

"It is time for every adult in America to start taking it personally that children are killing children," says Bob Chase, president of the 2.4-million member NEA. "EchoStar is taking it personally and taking personal responsibility to make a difference in children's lives. Thanks to this public-private partnership, we will be able to reach thousands of communities across America with effective techniques that schools and communities can employ."

The school safety programming will assist teachers, administrators, counselors, parents and law enforcement officers in identifying early warning signs of potentially violent behavior in students. Video content will include organizing strategies for schools and communities to promote personal responsibility and safety among students, and ways to have a personal connection between each student and at least one responsible adult in the school community. The programming will include helping troubled students and setting up common-sense school security measures.

"There is no other technology that can deliver a message with the urgency and immediacy of a direct broadcast satellite," said David Hanrahan, CEO of Future View. "This will be a dramatic network involving thousands of parents, teachers and students in a dialogue about one of our most pressing issues."

"The partners of the Learning First Alliance are excited about working together to provide schools and communities with concrete, research-based strategies for making schools safe and supportive places of learning," says Brenda Welburn, executive director of the National Association of State Boards of Education and a leader of the Learning First Alliance on this issue.

EchoStar, Future View, NEA and the Learning First Alliance will begin broadcasting the school safety programming in the fall of 1999 to 1,000 schools nationwide. Details regarding application procedures will be made available at the NEA Annual Meeting in Orlando, Fla., on July 2.

EchoStar will broadcast President Clinton's announcement about the EchoStar and NEA partnership live on DISH Network satellite TV systems to hundreds of schools and all of its customers on Monday from 12:30 p.m. to 5 p.m. EDT.

The National Education Association is the nation's largest professional employee organization, representing more than 2.4 million elementary and secondary teachers, higher education faculty, education support personnel, school administrators, retired educators, and students preparing to become teachers.

EchoStar is the nation's second largest direct broadcast satellite (DBS) company. EchoStar's DISH Network currently serves over 2.3 million customers. The DISH Network uses a state-of-the-art DBS system that provides over 300 channels of digital

video and CD-quality audio programming. In addition, EchoStar Technologies Corporation designs, manufactures and distributes DBS set-top boxes, antennas and other digital equipment nationally and abroad. EchoStar's Satellite Services provide video, audio and data to business television and education customers.

Future View, Inc. is a privately held, Washington, D.C.-based company that develops and operates private, direct broadcast networks for corporations and associations. Among the networks conceived and managed is HeadUps, a network for the national Head Start Association.

The Learning First Alliance is an unprecedented permanent collaboration of 12 leading education organizations, including the NEA, that have joined together to improve student learning. These organizations, which represent more than 10 million parents, teachers, school administrators and other educators are working together toward long-term change of the education system based on shared values and solid research evidence. One of the Alliance's core goals is ensuring a positive and supportive place of learning for all students. Members of the Alliance include the American Association of Colleges for Teacher Education, American Association of School Administrators, American Federation of Teachers, Association for Supervision and Curriculum Development, Council of Chief State School Officers, Education Commission of the States, National Association of Elementary School Principals, National Association of Secondary Principals, National State Boards of Education, National Parent Teacher Association and the National School Boards Association.

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