

Slingo Brands Going Live on PixelPlay's ITV Game Services

NEW YORK, NY – April 12, 2007 – PixelPlay, the leading provider of triple play game services for emerging platforms around the world, announced today that they will be deploying the first of many games with Slingo, Inc. as part of a worldwide exclusive ITV partnership.

Slingo Classic and 5-Card Slingo will first be offered on PixelPlay's DishGAMES subscription service on DISH Network™ in the United States and will rollout on additional ITV platforms in North America later this year.

Slingo is one of the most popular online games with an exciting feature combination found in world-wide favorites, Bingo and Slots. For over 10 years Slingo holds the distinction of being "one of America's most played online games" with over 3 billion games played. The Slingo experience, online or in person, appeals to anyone who enjoys playing games, winning prizes and having fun.

"PixelPlay's goal of working with the most innovative and popular casual gaming brands for our ITV Services makes working with Slingo a natural fit," said Ron Chaimowitz, CEO of PixelPlay. "By partnering with the Slingo brand, we continue to build our impressive and industry leading library of branded games for our DishGAMES service on DISH Network and other ITV Game Services throughout the world."

"We pride ourselves on choosing only the best partners for our Slingo brands and are very excited to be working with PixelPlay in producing our Slingo games in the interactive television world" stated Eric Lamendola, Slingo Inc's Director of Business Development.

In addition to Slingo, PixelPlay has established licensing agreements with many of the world's leading brands ranging from notable family entertainment to classic arcade games, with the goal of providing unmatched content to the burgeoning casual game and "edutainment" markets on the interactive television platforms.

About PixelPlay

PixelPlay (<http://www.pixelplay.com>) is the leading provider of interactive entertainment services and technology for emerging platforms including ITV, IPTV, the "broadband internet" and mobile devices worldwide. The Company creates and distributes games featuring many top brands including Centipede™, Missile Command®, Asteroids™, Monopoly®, Scrabble®, Boggle®, Yahtzee™, and popular children's brands such as Little Bear® and Reader Rabbit®. These notable brands combined with PixelPlay's JIVE™ Technology which enables consumers to experience cross-platform, multi-player interaction, allow the company to provide highly profitable entertainment services to MSOs and wireless carriers.

For more information contact Jonathan Boltax, Vice President Programming and Service Management at 212-989-4580.

About DishGAMES

DishGAMES is the premiere games service on DISH Network featuring 16 hit games, leaderboards, prizing and tournaments. DishGAMES is created and managed by PixelPlay. It features many of PixelPlay's top licensed games content from Atari, Hasbro, Real Networks, MumboJumbo and others. DishGAMES is available on DishHOME channel 100 for \$4.99 a month and more information can be found at www.dishgames.com.

About Slingo

Slingo, Inc. is a U.S. based company that has developed and licensed the intellectual property for Slingo brand games for over 10 years. As a pioneer and thought-leader in the "casual games" niche industry, Slingo Inc has successfully licensed to partners world-wide for use with: online game sites, downloadable games, lottery tickets, casino slot machines and table games, television game show, interactive television, mobile phone games, and other "game-able" mediums. The original Slingo game boasts that over 3 billion games have been played to date. Slingo, Inc.'s partners include Funkitron, Oberthur Gaming Technologies, PixelPlay, iPlay and TVcompass. People can play Slingo by going to - www.slingo.com. For more information about Slingo contact Eric Lamendola, Director of Business Development at bizdev@slingo.com.

About EchoStar Communications Corporation

EchoStar Communications Corporation (Nasdaq:DISH) serves more than 13.1 million satellite TV customers through its DISH Network™, the fastest-growing pay-TV provider in the country since 2000. DISH Network's services include hundreds of video and audio channels, Interactive TV, HDTV, sports and international programming, together with professional installation and 24-hour customer service. EchoStar has been a leader for more than 25 years in satellite TV equipment sales and support worldwide. EchoStar is included in the Nasdaq-100 Index (NDX) and is a Fortune 300 company. **Visit EchoStar's Web site at www.echostar.com or call 1-800-333-DISH (3474).**