



PIXELPLAY AND CELLPOINT JOIN FORCES FOR A SHORT MESSAGE SERVICE INTERACTIVE TELEVISION VALUE-ADD SOLUTION THROUGH PIXELPLAY'S DISHGAMES

Dec 7, 2006 (New York) - Cellpoint Mobile, a leading provider of user-oriented mobile services and PixelPlay, a leading provider of interactive entertainment services and technology for emerging platforms including Interactive Television (iTV), Internet Protocol Television (IPTV), the "broadband internet" and mobile devices worldwide, announce the launch of an Short Message Service (SMS) value-added sweepstakes. The sweepstakes will appear on PixelPlay's iTV service DishGAMES, available from EchoStar Communications Corporation (NASDAQ: DISH) and its DISH Network™ satellite TV service.

The initial sweepstakes on DishGAMES will enable players to "text-in and win" one of three iPod Nano's. Winners will be notified via text message. In return, PixelPlay will acquire the capability to alert players through SMS of future game releases, new sweepstakes offerings and promotions.

"This is a fantastic way for PixelPlay to offer an incentive to players as well as gain access to reach them anytime, anywhere through SMS," said James Schildknecht, Director, Mobile Entertainment, CellPoint. "Our goal was to explore a new and creative value-added retention program to embrace DishGAMES subscriber base."

"DishGAMES goal is to allow subscribers to interact on as many platforms as possible. Viewers can play on DISH Network™, go online to DishGAMES.com and now use their cell phones to enhance their DishGAMES experience," said Ron Chaimowitz, CEO, PixelPlay. "The DishGAMES iTV channel is an example of how PixelPlay is able to leverage its cross platform technologies to take game services across multiple mediums."

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.

About Cellpoint Mobile

Cellpoint Mobile is a global mobile powerhouse offering simple, reliable, and empowering wireless products. We supply global brands with turnkey mobile value added marketing services enabling them to engage in a focused dialogue with their consumers. We are positioned to supply access to mobile users in Europe, Asia and North America.

About DishGAMES

DishGAMES is the premiere games service on DISH Network featuring 16 hit games, leaderboards, prizes 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 for \$4.99 a month and more information can be found at www.dishgames.com.

About EchoStar Communications

EchoStar Communications Corporation (NASDAQ: DISH) serves more than 12.755 million satellite TV customers through its DISH Network™, and is a leading U.S. provider of advanced digital television services. 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 500 company. Visit EchoStar's Web site at www.echostar.com or call 1-800-333-DISH (3474).

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