

PIXELPLAY AWARDED DISH NETWORK'S ITV "MARKETER OF THE YEAR" AND "DEVELOPER OF THE YEAR" FOR FOURTH YEAR IN A ROW

Englewood, Colo. - March 19, 2007 - EchoStar Communications Corporation (NASDAQ: DISH) and its DISH Network™ satellite TV service announced today that PixelPlay was awarded the interactive TV (ITV) "Developer of the Year" and "Marketer of the Year" during DISH Network's 6th Annual iTV Summit in Englewood, CO, March 1-2. This is the fourth year in a row that PixelPlay was named "Developer of the Year".

"PixelPlay continues to demonstrate unprecedented commitment to quality and professionalism in their design, integration and launch of commercial services on our platform," said Scott Higgins, director of iTV Programming at DISH Network. "Our engineering team reported a 99.3 percent success rate in testing PixelPlay's applications. They also provide the marketing know-how to help make their bullet proof development known to our customers."

DISH Network offers the most robust iTV services in the U.S. with an interactive menu that includes more than 40 different virtual and enhanced channels. DISH Network has the most iTV-enabled set-top boxes with more than 13 million households.

"PixelPlay continues to show how its mix of unparalleled technical capability, exclusive brands and marketing expertise allows it to manage the best game services in the world," said Ron Chaimowitz, CEO at PixelPlay. "To receive "Developer of the Year" for the fourth year in a row is an honor and we look forward to continuing to shape the iTV industry with DISH Network."

"Our strategic and aggressive marketing campaign for our DishGAMES service has resulted in DishGAMES being a leader in its category," said Jonathan Boltax, Vice President Programming and Service Management at PixelPlay. "We look forward to working with DISH Network and continuing to grow DishGAMES subscriber numbers in 2007."

PixelPlay is also involved in the creation of other game and informational services for the DISH Network platform.

For more information about DISH Network, call 1-800-333-DISH (3474), visit www.dishnetwork.com, or visit your local DISH Network retailer.

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 at 212-989-4580 jonathanb@pixelplay.com <http://www.pixelplay.com>

About EchoStar

EchoStar Communications Corporation (Nasdaq: DISH) serves more than 13.1 million satellite TV customers through its DISH Network(TM), 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).