

## **PIXELPLAY, NEW LINE CINEMA AND DISH NETWORK™ LAUNCH *HOW TO EAT FRIED WORMS* GAMES AND TOURNAMENT ON DISHGAMES**

### ***First Ever North American Movie Tie-in to an ITV Games Service with Leaderboards and Prizing***

New York - August 29, 2006 - PixelPlay Inc. and New Line Cinema have partnered to launch an innovative and ground breaking partnership offering the much anticipated summer movie *How To Eat Fried Worms* available as a game on PixelPlay's DishGAMES service. DishGAMES is available from EchoStar Communications Corporation (NASDAQ: DISH) and its DISH Network™ satellite television service.

Never before has an interactive television games service offered a game in conjunction with a movie studio that also features a leaderboard and a prizing component.

"New Line and PixelPlay are pleased to work together to allow moviegoers the chance to interact with a lighthearted and fun game, see their name and high score on their television, and win some great prizes," said Aaron Sugarman, vice president of Interactive Marketing for New Line Cinema.

*How To Eat Fried Worms* brings the classic story of a boy whose bravado lands him in a difficult predicament. Eleven-year old Billy, who inadvertently challenges the school bully, agrees on a bet that calls for him to eat 10 worms in one day. The game play on DishGAMES shows Billy at the head of the snake chomping down on worms around the board and avoiding obstacles in his way.

"PixelPlay was delighted to adapt this wonderful story into a game, taking advantage of PixelPlay's vast game engine library," said Ron Chaimowitz, CEO, PixelPlay. "Furthermore, the ability to post your name to a leaderboard and win prizes leverages PixelPlay's core JIVE™ technology."

Players of the *How To Eat Fried Worms* game have the opportunity to win 10 prizes. The top three scores will win a "Worms Prize Package" which includes a 10 inch portable DVD player from Samsung, 10 movie tickets from Fandango, a New Line DVD Pack and movie poster as well as a 17 piece stainless steel cookware set so anyone can make their own tasty fried worm treats.

"When a game developer and movie studio team up to extend theatrical entertainment into DISH Network's interactive offerings, DISH Network subscribers continue to get better TV that is fun and exciting," said Scott Higgins, director of ITV for DISH Network.

The game will be live on DishGAMES, and free to all DISH Network subscribers throughout the summer coinciding with the August 25th launch of the movie in theaters everywhere.

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*Game Screen shot*

### 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 DishGAMES/ EchoStar Communications

DishGAMES is the premiere games service on DISH Network featuring 16 hit games, leaderboards and 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](http://www.dishgames.com).

EchoStar Communications Corporation (NASDAQ: DISH) serves more than 12.46 million satellite TV customers through its DISH Network™, the fastest growing U.S. provider of advanced digital television services in the last five years. DISH Network offers hundreds of video and audio channels, Interactive TV, HDTV, sports and international programming, together with professional installation and 24-hour customer service. Visit EchoStar's DISH Network at [www.dishnetwork.com](http://www.dishnetwork.com) or call 1-800-333-DISH (3474).

### About New Line Cinema Corporation

Founded almost 40 years ago, New Line Cinema is the most successful independent film company in the world. Its mission is to produce innovative, popular and profitable entertainment in the best creative environment. In addition to the production, marketing and distribution of theatrical motion pictures, the fully-integrated studio has divisions devoted to home entertainment, television, music, theater, merchandising and an international unit. In 2005, New Line partnered with HBO to form Picturehouse, a new theatrical distribution company to release independent films. A pioneer in franchise filmmaking, New Line’s Oscar-winning *The Lord of the Rings* trilogy is one of the most successful film franchises in history. New Line is a division of Time Warner, Inc. (TWX).

**CONTACT:**

Candice McDonough

New Line Cinema

(310) 967-6991

[Candice.mcdonough@newline.com](mailto:Candice.mcdonough@newline.com)

Jonathan Boltax

PixelPlay

(212) 989-4580

[jonathanb@pixelplay.com](mailto:jonathanb@pixelplay.com)

Kevin Hubbard

DISH Network

(720) 514-5351

[kevin.hubbard@echostar.com](mailto:kevin.hubbard@echostar.com)