



## PIXELPLAY LAUNCHES DishGAMES ON DISH NETWORK™

*DishGAMES is the Most Comprehensive and Technically Advanced Subscription Casual Games Service in North America*

Englewood, Colo., and New York - June 12, 2006 - PixelPlay Inc. and EchoStar Communications Corporation (NASDAQ: DISH) and its DISH Network™ satellite television service announced today that it will offer a new interactive application called DishGAMES as part of its "DishHOME" interactive channel 100. DishGAMES is a family games service that incorporates PixelPlay's branded games titles along with prizing, score submission, leaderboard and tournament capabilities.

"PixelPlay and DISH Network continue to push the envelope in the Interactive Television industry," said Scott Higgins, director of Interactive Programming for DISH Network. "We are confident that PixelPlay's exclusive brands, superior game development skills and their JIVE™ technology will be a watershed moment for interactive TV gaming in North America."

At launch, DishGAMES will feature 16 games. Among them will be popular branded games such as ASTEROIDS™ MEGA, CENTIPEDE™ MEGA, TextTwist®, CHAINZ, and JUMBLE®. Other great titles from leading licensors of games such as Atari, Hasbro, MumboJumbo and Real Arcade will be launched on DishGAMES in the future. DishGAMES subscribers will have unlimited access to all sixteen games for \$4.99 per month.



*DishGAMES portal*

DishGAMES features include:

- **Leaderboard and Score Submissions:** Four featured games each month will allow viewers to post their names on weekly, monthly and all-time leaderboards. These games also feature household leaderboards so viewers can track their scores against family members.
- **Prizing:** DishGAMES offers at least one game per month enabled with prizing capabilities. These prizes will be awarded to the highest scores. Prizes range from jewelry and electronics to gift certificates and sporting goods.
- **Polling:** DishGAMES incorporates weekly polls with real time feedback. Polling will allow viewers to choose future games and tournament prizes as well give viewers an area to voice their feedback on a variety of topics.

- **KidsWise®:** KidsWise is incorporated into DishGAMES and is a collection of “edutainment” games that builds reading, problem solving, and thinking skills and brings fun and learning directly into the comfort of a child’s own home. KidsWise is a mix of innovative, engaging and challenging content featuring characters such as Reader Rabbit® and Little Bear™ from the Learning Company ®.
- **JIVE™ technology:** This state of the art technology gives a full suite of management tools to DISH Network as well as a rich set of features to viewers. DishGAMES front end features such as score submission, and leaderboards and backend features such as tournament management, prizing, and access control is powered by PixelPlay’s patented JIVE™ technology.



“Consumers that experience ITV Games love the interaction and shared experience that they bring to the family,” said Ron Chaimowitz, CEO, PixelPlay.” DishGAMES will incorporate many nationally recognized branded games and our original content will be powered by our unique technology to create a very powerful and enticing consumer proposition. The DishGAMES service will continue to expand with more of the most well-known casual game titles, which are ideal for the interactive television experience.”

“Not only will DishGAMES make your family room more fun, but the whole family can watch and play together” continued Scott Higgins, Director of Interactive Programming for DISH Network. “PixelPlay’s rich catalog of casual games has something for everyone.”

DISH Network is the leading interactive TV service in North America with more than 20 interactive TV channels including games, sports, news, shopping, children's programs, customer support and entertainment and is the world leader in the number of Interactive TV-enabled homes with more than 11 million customers. All Interactive applications including DishGAMES are available through DISH Network’s DishHOME channel 100.

For more information on DishGAMES or DISH Network customers can contact DISH Network at 1-800-333-DISH (3474), or their local retailer for more information on how to subscribe to DISH Network. To learn more about DISH Network’s programming offers, visit [www.dishnetwork.com](http://www.dishnetwork.com).

## About PixelPlay

PixelPlay ([www.pixelplay.com](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 EchoStar**

EchoStar Communications Corporation (NASDAQ: DISH) serves more than 12.2 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 <http://www.dishnetwork.com> or call 1-800-333-DISH (3474). Contact: Heather Black at 720-514-5351 [heather.black@echostar.com](mailto:heather.black@echostar.com)

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