
DISH Network and Pixel Software Technologies Launch KidsWise, America's First Interactive Television Channel for Children

Channel Builds Reading, Problem Solving and Thinking Skills for Kids Ages 3-7

LITTLETON, Colo - Aug. 27, 2003 - EchoStar Communications Corporation (Nasdaq:DISH) and its DISH Network(TM), a leading satellite television service, have teamed with Pixel Software Technologies to launch KidsWise™, the nation's first fully interactive TV channel exclusively for children.

The KidsWise channel delivers interactive television programming that brings fun and learning directly into the comfort of a child's own home. KidsWise provides hours of creative exploration and builds reading, problem solving and thinking skills, often using characters familiar to children, including Scooby Doo and Reader Rabbit.

The channel is available at an introductory price of \$2.99 per month to the more than 6 million DISH Network customers who have access to DISH Home interactive television (channel 100).

Like a traditional TV channel, KidsWise has weekly programming schedules. The programming is based on award-winning premium home computer software programs from publishers such as The Learning Company. The KidsWise channel was created using a proprietary Pixel system that delivers fresh content weekly.

Each program includes parenting tips as well as activities that parents and children can enjoy together simply by using the remote control.

"KidsWise is new, it's fun, and it's extremely affordable," said Michael Schwimmer, DISH Network's senior vice president of Programming. "KidsWise gives parents an interactive learning tool that provides countless hours of 'edutainment' for their young children."

"We are delighted to bring this innovative educational channel into the living room of millions of families," said Ramy Weitz, CEO and president of Pixel Software Technologies. "Edutainment defines the dream all parents have of combining their children's love of TV with educational content that is tuned to their children's current age and curriculum. A yearly subscription costs no more than a couple of video tapes, but unlike many videotapes, KidsWise delivers year-round fresh content and educational value."

DISH Network customers with OpenTV, Inc.-enabled receiver models 3900, 4900, 301, DishDVR 501 and DishDVR 508 can use their remote controls to subscribe to KidsWise or see a free preview of it by going to the DISH Home channel, selecting Games & Learning and highlighting the KidsWise' selection. Customers also can call DISH Network at 800-333-DISH (3474).

About EchoStar Communications Corporation

EchoStar Communications Corporation (Nasdaq:DISH), through its DISH Network(TM), is a leading U.S. provider of satellite television entertainment services with more than 8.8 million customers. DISH Network delivers advanced digital satellite television services, including hundreds of video and audio channels, Interactive TV, digital video recording, HDTV, sports and international programming, professional installation and 24-hour customer service. Visit EchoStar's DISH Network at www.dishnetwork.com or call 800-333-DISH (3474).

About Pixel Technologies

Pixel Technologies specializes in the creation of content and technologies for Advanced Interactive Games and Edutainment Services for Digital TV. Pixel develops, aggregates and distributes iTV content and applications using integration tools and technology specially developed to deliver advanced interactive TV channels.

For more information about KidsWise™ - www.kidswise.net

For more information about Pixel Technologies - www.pixel-tech.com

For more information about The Learning Company - www.thelearningcompany.com

Note to editors: a KidsWise activities screen shot can be viewed and downloaded by visiting www.dishnetwork.com/pressroom. Once there, click on Image Gallery and then Screenshots and Demos -- scroll to KidsWise Screen Shot.

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