

PixelPlay Creates Winter Olympics Interactive TV Application for DISH Network

New York - February 9, 2006 - PixelPlay Inc. working with EchoStar Communications Corporation (NASDAQ: DISH) through its DISH Network™ satellite TV service, has developed and integrated a ground-breaking interactive TV application for coverage of the 2006 Winter Olympics.

This user friendly and state-of-the-art iTV application developed by PixelPlay will provide DISH Network viewers with information about the NBC Olympic coverage such as:

- up to the minute medal counts
- complete NBC Olympic TV listings - in collaboration with Tribune Media
- athlete biographies
- ability to view information while viewing quarter screen television action
- Team USA report - updated summary of the performance of the U.S. team
- About Torino - information about the city of Torino and the Olympic events and locations



[Interactive main menu](#)



TOTAL MEDAL COUNT				
COUNTRY	G	S	B	TOT
Germany (GER)	12	16	8	36
United States (USA)	10	13	11	34
Norway (NOR)	13	5	7	25
Canada (CAN)	7	3	7	17

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[Real-time, up to the minute medal count](#)

This is the second year that DISH Network is teaming with NBC Olympics to create the NBC Interactive TV (ITV) mosaic, a multiple picture-in-picture showcase designed to deliver an array of NBC Universal's network assets, including the channels that will carry the 2006 Olympic Winter Games coverage from Feb. 10 through Feb. 26.

"We are very excited about the Enhanced TV application that PixelPlay has created in conjunction with DISH Network as part of this year's Olympic showcase," said Steve Smith, vice president of Marketing for DISH Network. "Our viewers can now enjoy this outstanding interactive television application where they can view valuable up to the minute information that will enrich their overall viewing experience of the 2006 Winter Olympics on NBC. PixelPlay has proven once again to be a tremendous and innovative resource in creating interactive television applications."

"PixelPlay is honored to have been selected once again to work on DISH Network's robust interactive television platform and with the must-see television event of the winter, NBC's 2006 Winter Olympic Games from Torino," said Ron Chaimowitz CEO of PixelPlay. "PixelPlay's industry leading expertise in cross platform application development and services makes for a natural fit for this historic interactive television experience."

This interactive television application will be available through DISH Network's interactive DishHOME when the Olympics begin on Feb. 10, 2006 and will be available throughout NBC's Olympic coverage. Viewers can access the NBC mosaic or the NBC Olympics Showcase through "DishHOME" on Ch. 100, or by selecting a trigger that will appear on the NBC Showcase commercial. Only subscribers to America's Top 120 programming package or higher will be able to view MSNBC.



Daily summary of USA team achievements

About PixelPlay

PixelPlay is the leading provider of interactive entertainment services and state-of-the-art technology for emerging platforms including Interactive Television, IPTV, the "broadband internet" and mobile devices worldwide. The Company also 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 patented JIVE™ Technology which enables consumers to experience cross-platform, multi-player interaction, allows the Company to provide highly profitable entertainment services to MSOs and wireless carriers. In 2004 and 2005 PixelPlay was named "EchoStar Game Developer of the Year". For more information, please visit <http://www.pixelplay.com>

Press Contact:

PixelPlay Inc., 212-989-3040, nyoffice@pixelplay.com

About EchoStar

EchoStar Communications Corporation (NASDAQ: DISH) serves more than 12 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 or call 1-800-333-DISH (3474).

Press Contact:

Heather Black, EchoStar Communications Corporation, 720-514-5351
heather.black@echostar.com