



## **EchoStar Launches New Noggin Network for Kids; DISH Network Teams Up With Nickelodeon and Children's Television Workshop to Offer Educational Programming**

LAS VEGAS--(BUSINESS WIRE)--Jan. 8, 1998--EchoStar Communications Corp. (NASDAQ: DISH, DISHP) announced today that it will add children's educational network Noggin to its America's Top 100 CD channel lineup.

Noggin, a joint venture between America's foremost children's television programmers Nickelodeon and Children's Television Workshop, will be offered to America's Top 100 CD subscribers at no extra charge starting Tues., Feb. 2, 1999.

The first 24-hour kids' thinking channel, Noggin's breakthrough mission will be to serve kids' (2-12) natural urge to learn by creating a new educational medium - one that combines television and on-line services, where learning starts with the click of a mouse. Noggin will explore topics and issues that kids say they care about while engaging them in regular conversation on-air and on-line to find out what they want to learn more about.

"DISH Network is thrilled to add a network like Noggin made specifically to educate our children," said Michael Schwimmer, vice president of Programming for EchoStar. "DISH Network subscribers will now have access to the highest quality of children's educational television and to shows like Sesame Street and Electric Company that have taught and influenced our children for several generations."

Noggin's programming schedule will feature the longest preschool block available on television (5 a.m. to 2 p.m. ET/PT), and will boast a cohesive mix of some of television's most acclaimed series from CTW and Nick Jr., including Blue's Clues, Sesame Street, Gullah Gullah Island and the Electric Company. Noggin's afternoon block will be geared toward older children (6-12) with shows such as 3-2-1 Contact, Ghostwriter and Doug. Noggin will offer programming for its entire audience during evening hours with shows such as Nick News and Square One for older kids at night.

Nickelodeon is rated the number one network for kids, and Children's Television Workshop is touted as the leader in children's educational TV for more than 30 years.

EchoStar Communications Corp., includes three interrelated business units:

- o DISH Network™ is EchoStar's state-of-the-art DBS system that offers customers over 300 channels of digital video and CD-quality audio programming, fully MPEG-2/DVB compliant hardware, installation, financing and leasing.
- o EchoStar Technologies Corporation (ETC, formerly HTS™ - Houston Tracker Systems, Inc.), designs, manufactures and distributes DBS set-top boxes, antennas and other digital equipment for DISH Network and various international customers that include ExpressVu Canada and Telefonica's Via Digital system in Spain. ETC also provides uplink-center design, construction oversight and project-integration services for customers internationally.
- o Satellite Services provides the delivery of video, audio and data services to business television customers and other satellite users. These services include satellite uplink, satellite transponder space-usage and other services. Satellite Services also administers SKY VISTA, a direct broadcast satellite service offering up to 27 channels of popular digital satellite television programming to viewers in Alaska, Hawaii, Puerto Rico and the U.S. territories in the Caribbean.

The DISH Network currently serves over 1.9 million customers. DISH Network is a trademark of EchoStar Communications Corporation. HTS is a trademark of Houston Tracker Systems, Inc. DISH Network is located on the Internet at:

[www.dishnetwork.com](http://www.dishnetwork.com)

Nickelodeon has built a diverse, global business based on children's needs. The company includes television programming and production in the U.S. and around the world, plus consumer products, recreation, publishing, online programming and feature films. Nickelodeon's U.S. television network is seen in more than 72 million households and has been the number one rated cable network for more than two years. Nickelodeon programming is also seen in more than 100 countries around the world. Nickelodeon can be accessed on the Internet at [www.nick.com](http://www.nick.com), [www.NickJr.com](http://www.NickJr.com) and [www.teachers.nick.com](http://www.teachers.nick.com), as well as on AOL, keyword: Nick.

Children's Television Workshop is a not-for-profit company using media to educate and delight children and families worldwide. Its expertise encompasses programming for traditional and new media, as well as publishing, product licensing and community outreach. Best known as the creators of Sesame Street, CTN programming has been enjoyed in more than 140 countries, including 18 indigenous co-productions reflecting local languages, customs and educational needs. CTW's roster also includes Big Bag, The New Ghostwriter Mysteries, Ghostwriter, CRO, Dragon Tales & Show and Tell Me (in development), 3-2-1 Contact, Square One TV, Creative Classroom, Kid city, Encyclopedia and The Electric Company. CTW can be accessed on the Internet at [www.ctw.org](http://www.ctw.org) or [www.sesamestreet.com](http://www.sesamestreet.com)

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