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(Note: The Chairmen and CEOs of SBC Communications and EchoStar Communications Corporation will hold a news conference which will be broadcast live via the Internet at www.sbc.com at 12:30 p.m. Eastern time, July 21, 2003.)

SBC COMMUNICATIONS, ECHOSTAR FORGE STRATEGIC PARTNERSHIP, WILL OFFER 'SBC DISH NETWORK' TELEVISION SERVICE

First-of-its-Kind, Co-Branded TV Service to Deliver Seamless Customer Experience, Convenience of Single Point of Contact and Single Bill, Greater Value by Early 2004

Exclusive Partnership Designed To Drive Growth, Broaden Customer Relationships

SAN ANTONIO, Texas, and LITTLETON, Colo., July 21, 2003 –

SBC Communications Inc. (NYSE: SBC) and EchoStar Communications Corporation (NASDAQ: DISH) today announced a first-of-its-kind broad strategic partnership that will give SBC companies the ability to aggressively market co-branded "SBC DISH Network" multichannel television services as a fully integrated part of their bundled services.

The two companies will begin work immediately on integrating operations, including order entry, customer service and billing, so they can begin offering customers the co-branded service in early 2004.

The alliance will deliver important strategic and marketing benefits for both EchoStar and SBC Communications. It will give EchoStar a powerful sales and marketing channel for its DISH Network™ satellite TV service, which today reaches more than 8.5 million customers nationwide. For SBC Communications, it fulfills a long-term strategic objective to integrate television entertainment into its consumer bundles and does so with a modest investment. The partnership will provide SBC Communications with an exclusive telecom partnership for single-family residences throughout the SBC 13-state traditional service area, where it provides service to more than 56 million access lines.

The co-branded "SBC DISH Network" satellite television service will offer SBC customers access to hundreds of popular, all-digital television channels, including movies, sports,

news, music, international and high-definition TV programming. SBC companies will market the TV service in bundles that may include local telephony, long distance (where available), wireless and DSL Internet service.

As part of the multi-year agreement, SBC Communications will help fund the development of the co-branded bundled video services.

The new agreement furthers the SBC next-generation bundling strategy, allowing the company to offer the full spectrum of television, wireline, wireless and broadband services. The co-branded entertainment service will play a key role in meeting the needs of a significant segment of SBC customers, allowing them to select and customize complete communications and entertainment bundles, while also providing greater value and unmatched convenience.

Key elements of the partnership include:

- **Co-Branding.** The television service will be co-branded, similar to the co-branding approach currently used in the highly successful SBC Yahoo! DSL Internet access service partnership.
- **A Unified Customer Experience.** SBC companies will manage customer relationships for SBC DISH Network service. Customers will seamlessly place their order, arrange for installation, and activate their service with a single phone call.
- **Single Bill.** SBC DISH Network customers will be billed for their television services on a single SBC bill with their other SBC voice and data services.
- **Bundling Flexibility.** The partnership gives SBC companies significant flexibility in bundling the co-branded service, providing customers more options and greater value.

"For the past several months, we've aggressively looked for the best way to integrate television into our bundles of consumer services. This first-of-its-kind milestone agreement with EchoStar gives us what we've been seeking and puts us in a great strategic position to compete with any provider - telecom or cable company - in the years ahead," said Edward E. Whitacre Jr., SBC chairman and CEO. "Consumers have waited a long time for true one-stop shopping, with single-source customer care and billing for TV, wireline, wireless and Internet service, and now it's finally here."

While EchoStar will continue to offer DISH Network satellite TV service in SBC areas through its well established retail channels, this new agreement provides a significant channel to further increase DISH Network sales. New and existing DISH Network customers will benefit from SBC bundled offerings for local, long distance (where available), wireless, or DSL Internet services. Consumers also will finally have an affordable and superior alternative to cable companies' bundle of television, broadband and telephony products.

“By co-branding SBC and DISH Network services, our customers will have greater exposure to the benefits of satellite TV with the added value and convenience of a bundle,” said Charles Ergen, chairman and CEO of EchoStar. “With this partnership, we continue our efforts to make DISH Network even more competitive with cable TV providers.”

Longer term, the companies also will work together to develop technology that combines the functionality necessary to conveniently receive DISH Network satellite television, DSL Internet and home networking as well as more convenient ways to receive SBC DISH Network bundled services.

In a separate transaction, SBC also has agreed to make a \$500 million investment in EchoStar in the form of convertible debt.

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ABOUT SBC COMMUNICATIONS

SBC Communications Inc. (www.sbc.com) is one of the world’s leading data, voice and Internet services providers. Through its world-class networks, SBC companies provide a full range of voice, data, networking and e-business services, as well as directory advertising and publishing. A Fortune 30 company, America’s leading provider of high-speed DSL Internet Access services, and one of the nation’s leading Internet Service Providers, SBC companies currently serve 56 million access lines nationwide. In addition, SBC companies own 60 percent of America’s second-largest wireless company, Cingular Wireless, which serves 22 million wireless customers. Internationally, SBC companies have telecommunications investments in 27 countries.

ABOUT ECHOSTAR COMMUNICATIONS

EchoStar Communications Corporation and its DISH Network satellite TV system provide over 500 channels of digital video and CD-quality audio programming as well as advanced satellite TV receiver hardware and installation nationwide. EchoStar is a Fortune 500 company. Visit EchoStar’s Investor Relations website at www.echostar.com. DISH Network currently serves over 8.53 million customers in the United States. DISH Network is located on the Internet at www.dishnetwork.com.