

For Immediate Release



**American Wireless Selected as a National Channel Direct
Distributor for DISH Network**

**Satellite TV provider to leverage American Wireless's nationwide wireless retailer
infrastructure for incremental business**

CAMPBELL, Calif., February 6, 2004—American Wireless, a leading North American Channel Direct Distributor, today announced that it has been chosen by EchoStar Communications Corporation and its DISH Network satellite TV service as an authorized distributor of DISH Network services and hardware nationwide through the wireless sales channel. This will enable American Wireless to bring its expertise in managing relationships between DISH Network and independent wireless retailers to bear in all local U.S. markets. Previously, American Wireless distributed DISH Network services solely on the West Coast.

As a nationwide Channel Direct Distributor for DISH Network, American Wireless will act as an intermediary between select wireless retailers and DISH Network. Its role will be to bring on new retailers and provide logistical support, tactics, tools, and training in order to establish new revenue streams and optimally serve DISH Network customers. American Wireless currently provides distribution services regionally and nationally for a range of wireless carriers and equipment manufacturers.

“American Wireless has demonstrated its ability to manage a complex wireless retailer network, drive DISH Network sales, and deliver consummate service,” said Michael Misuraca, President of American Wireless. “We’re now pleased to be helping DISH Network maximize its usage of this critical channel on a national basis through our comprehensive business management systems, retailer portal, and coast-to-coast reach.

About American Wireless

Founded in 1984, American Wireless, the first and largest master agent in the U.S., serves as a critical intermediary between wireless carriers and their corresponding agents with retail locations. Extensive product and service offerings include postpaid, prepaid, cellular, satellite TV & radio, fulfillment, distribution, warranty programs, and hardware and accessories. With offices throughout North America, American Wireless is headquartered in Campbell, California, and provides an unrivaled, national distribution and sales footprint. For more information, visit the American Wireless web site at www.americanwireless.com.

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