

AWARD WINNING SLING TV CELEBRATES 10 YEARS OF REVOLUTIONIZING TELEVISION

-- Pioneering live TV streaming service marks a decade of innovation and industry disruption

-- 10 years of changing the way Americans watch TV

-- Sling TV continues to innovate the way people watch TV

ENGLEWOOD, Colo., Jan. 30, 2025 – Sling TV, a wholly owned subsidiary of EchoStar Corporation, and the Emmy Award winning live streaming service that ignited the cord-cutting revolution, proudly celebrates its 10th anniversary. Launched on February 9, 2015, Sling was the first OTT live streaming multi-channel TV service in the U.S. For 10 years, Sling TV has transformed how consumers access affordable television, offering unparalleled flexibility including the first skinny bundles and sports centered packages, and was the pioneer that has led others to follow suit.

Since its inception, Sling TV has been a trailblazer in the streaming industry, introducing innovative features that have upended traditional one-size-fits all cable packages. In the past decade more than 22.5 billion hours have been streamed on Sling TV. What started as a new innovative way to watch TV has turned into an entire new industry that has welcomed dozens of streaming platforms and revolutionary changes. Ranked number one in live streaming quality, Sling TV continues to deliver the biggest options and features for getting your live streamed entertainment, news and sports. In fact, with its unique flexibility, Sling still stands apart from the other OTT competitors, most of whom still only offer the same bloated bundles as cable TV always did.

“Over the past decade, Sling TV has consistently pushed the boundaries of traditional television, offering consumers flexible and affordable options,” says Gary Schanman, executive vice president and group president, EchoStar Video Services. “As we celebrate this milestone, we remain committed to delivering innovative solutions that cater to the evolving needs of our viewers. Everything we do, update and build is done with them in mind as the needs for entertainment continue to change and evolve.”

Sling TV’s innovative approach has led to a significant shift in consumer behavior, with millions choosing streaming services over traditional cable. Sling TV offers customizable channel lineups and a handful of unique and first-ever features, like Auto Record, Arcade, Rewards “Spin and Win,” and more, all while offering the most affordable pricing. It also launched the ground breaking Sling Freestream in 2023. Sling Freestream delivers a robust lineup of live and on-demand content with no subscription required. With over 700 channels, Freestream has enabled millions of viewers to access quality entertainment, news and additional features at no cost, redefining value in the streaming industry. Sling continues to empower viewers to take control of their entertainment choices, effectively disrupting the cable industry’s long-standing dominance.

To commemorate its 10th anniversary, Sling TV is announcing special offers for new subscribers. New customers can enjoy \$10 off their first month of Sling Orange, Sling Blue or Orange + Blue packages, making it easier than ever to experience the benefits of live TV streaming. New subscribers will receive a complimentary month of MAX and a free month of Unlimited DVR, allowing them to explore premium content and record their favorite shows.

Existing customers are also a part of this celebration. Sling TV is enhancing its Rewards program in February, offering more chances to win through “Spin and Win,” with cash prizes up to \$10,000.

As Sling TV looks to the future, it remains dedicated to pioneering advancements in the streaming industry, ensuring that viewers have access to diverse and high-quality content tailored to their preferences.

As Sling TV embarks on its second decade, it remains dedicated to innovation, with plans to introduce new features and partnerships that enhance the viewing experience. Subscribers can anticipate continued advancements in content offerings, user interface and technological capabilities.

For more information, visit [sling.com](https://www.sling.com).

About Sling TV

Sling TV is an Emmy® Award-winning live streaming TV service that provides more than 700 channels from today’s most popular networks across its general market, Latino and international services. It is available on all major streaming devices, smart televisions, tablets, game consoles, computers and smartphones. Sling TV offers two general market streaming services, Sling Orange and Sling Blue, that collectively feature content from Disney/ESPN, FOX, NBC, AMC, A&E, AXS, Discovery, Scripps, Turner, Viacom, NBA TV, NFL Network, NHL Network, GSN, Hallmark, SHOWTIME, STARZ and EPIX. Sling TV offers customers access to free content via Sling Freestream, à la carte channels and services, plus Pay-Per-View events and movies on-demand. Sling TV provides a suite of stand-alone and add-on Spanish-language services and packages tailored to English-dominant, bilingual and Spanish-dominant U.S. households. Sling TV is the leading U.S. provider of foreign-language programming, with more than 400 channels in 27 languages. Visit [sling.com](https://www.sling.com) for more information. Sling TV

L.L.C. is an indirect wholly-owned subsidiary of EchoStar Corporation (NASDAQ: SATS).

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