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Hughes Brazil Signs Video Distribution Services Contract with Elemídia Empresas

Leading Digital Media Provider Chooses Hughes Managed Services For Distributing Corporate Video Content

Germantown, Md., USA, 15 December 2010—Hughes Network Systems, LLC (HUGHES), the global leader in broadband satellite networks and services, today announced that its Brazilian operating unit, Hughes Brazil, has signed a managed services contract with Elemídia Empresas, the leader in the Brazilian out-of-home digital media market, to deliver corporate video content to Elemídia's customers utilizing the Hughes nationwide broadband satellite network.

Elemídia Empresas specializes in planning, deployment, and operation of corporate digital TV channels, a powerful media vehicle that accelerates the distribution of information, enhancing capabilities for corporate leaders to communicate business culture and strategies. Today, Elemídia operates and produces content for more than 60 corporate TV channels, reaching an audience of approximately 300,000. Elemídia turned to Hughes for a new way to transmit content because an increasing number of its customers were located in regions of Brazil with poor networking infrastructure.

“Some of our customers are located in areas that cannot be reached by traditional landline services,” said Elemídia president, Pedro Gabriel Forjaz. “In addition, factors such as increased network availability, higher quality of transmission, national coverage, and the possibility of live transmissions influenced our decision to look into broadband satellite distribution. Hughes Brazil is a company focused on the corporate market, and worked with us as a partner in enabling the project.”

“The pilot tests with Elemídia were decisive in winning this deal,” according to marketing director of Hughes Brazil, Rafael Guimarães. “We were able to demonstrate that our comprehensive solution would meet all of their requirements, which included the capability to multicast large digital files with audiovisual content at a very high speed, enabling large operational gains for Elemídia.”

“Elemídia has plans to expand outside Brazil, so we need to rely on partners with global operations, allowing us to provide our services to customers anywhere in the world,” added Forjaz.

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About Elemídia Empresas

Elemídia Empresas is the leader in the out-of-home digital media market, specializing in corporate TV. Their distribution service provides for the display of corporate information and news at TV monitors installed in strategic locations inside their customers' organizations. Elemídia operates in 16 Brazilian states as well as in Buenos Aires, Argentina. They operate 5,700 screens in 1,600 commercial establishments reaching more than 14 million people per week. In September 2010 Abril Group, one of the leading media groups in Latin America, acquired 70 percent of Elemídia.

About Hughes Network Systems

Hughes Network Systems, LLC (HUGHES) is the global leader in providing broadband satellite networks and services for large enterprises, governments, small businesses, and consumers. HughesNet® encompasses all broadband solutions and managed services from Hughes, bridging the best of satellite and terrestrial technologies. Its broadband satellite products are based on global standards approved by the TIA, ETSI and ITU standards organizations, including IPoS/DVB-S2, RSM-A and GMR-1. To date, Hughes has shipped more than 2.2 million systems to customers in over 100 countries.

Headquartered outside Washington, D.C., in Germantown, Maryland, USA, Hughes maintains sales and support offices worldwide. Hughes is a wholly owned subsidiary of Hughes Communications, Inc. (NASDAQ: HUGH). For additional information, please visit www.hughes.com or www.hughes.com.br.

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