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### C. Executive Summary

#### Executive Summary of Project for BIP and BTOP:

8. **Infrastructure Projects Executive Summary**

a) Opportunity the proposed system seeks to address

Congress has tasked the RUS and the NTIA with resolving a problem that the proposed system is well suited to resolve. The lack of sufficient (or any) broadband access in many areas of the country is largely a function of the difficulties of deploying terrestrial infrastructure to each and every home. For decades, many have seen in satellite service a way to bypass this "bottleneck" and ensure wide broadband availability, but satellite projects to date have stumbled because of high costs per customer and the limited appetite of the private funding community for them. For the first time, the availability of funds under the companion RUS and NTIA programs can make satellite broadband to rural unserved and underserved communities a successful and sustainable reality.

This application requests support for a satellite project that will take an exceptionally short period of time to complete. It will allow the commencement of service as soon as six months from the award, make service available to the majority of passed households in 18 months from the award, and make full capacity service available to all passed households in 25 months from the award. This is simply because the two satellites that constitute the project's space segment have already been licensed by the Federal Communications Commission, constructed, launched, and placed into operation. Specifically, EchoStar's parent, EchoStar Corporation (EchoStar Corp.) is already entitled to use all of the capacity on two satellites owned by SES Americom, Inc., AMC-15 and -16, which operate at 105° W.L. and 85° W.L. respectively. Each is equipped with a Ku-band payload and a Ka-band payload.
EchoStar will make unused capacity available in very short order to serve the areas that are the target of the BIP program. The satellites' available spot beams cover service areas, each of which is at least 75% rural and unserved or underserved; indeed, the entire area taken together is about 90% rural unserved or underserved. These constitute the funded service areas for purposes of the project.

EchoStar also proposes to offer customer premises equipment and training, at no cost.

Significantly, none of the spot beams dedicated to this project will be used to provide service to any household located outside the funded service areas.

EchoStar will self-finance 20% of these eligible costs.

Since EchoStar requests NTIA consideration in the event that RUS were to deny its application, it has also completed the parts of the application that are applicable to the BTOP program.

b) A general description of the proposed funded service areas (location, number of communities, etc.)

EchoStar's application includes proposed funded service areas, each of which is at least 75% rural and unserved or underserved, as defined in the NOFA. Each of these areas includes remote and non-remote locations (EchoStar has marked the "non-remote" box in 5(a) because only one box could be checked). EchoStar proposes to offer predominantly Last Mile service in each of these proposed funded service areas.
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EchoStar will provide service to the entire territory of each census block included in the proposed funded service area.

c) Number of households and businesses passed

EchoStar's proposed satellite broadband service will —pass in excess of 563,000 households and 92,379 businesses (including not only the unserved and underserved households enumerated in 2B, but served households in the funded service areas as well).

d) Number of community anchor institutions, public safety entities, and critical community organizations passed and/or involved with project (e.g. health care, education, libraries, etc.)

The proposed service area will cover 2,551 community anchor institutions, public safety entities, and critical community organizations.

e) Proposed services and applications for the proposed funded service areas and users

EchoStar notes that, in the event of a partial RUS award covering part of the proposed funded service areas, or if RUS requests that the project cover different funded service areas, it will give careful consideration to whether the project is viable and whether, therefore, it can accept such an award.

f) Approach to addressing the non-discrimination and interconnection obligations

To comply with its non-discrimination obligations, EchoStar will permit consumers to access the lawful Internet content of their choice, run applications and use services of their choice, connect to their choice of legal devices that do not harm the network, and choose among other network providers, application and service providers and content providers. In addition,
EchoStar will display its network management policies on its web page and provide regular updates to its customers of changes to these policies. The broadband Internet services to be provided through this project will be public, not an entirely private closed network.”

EchoStar will also meet its interconnection obligations where technically feasible, without exceeding current or reasonably anticipated capacity limitations, on reasonable rates and terms to be negotiated with requesting parties.

g) Type of broadband system that will be deployed (network type and technology standard)

EchoStar will serve consumers through a satellite-based system employing existing Ka-band payloads on the AMC-15 and -16 satellites. The satellites will connect consumers to gateways and ultimately to the Internet. The waveforms and signaling-based protocols will be based on the Digital Video Broadcasting (DVB-S2), WiMAX, and various other Internet interface standards and protocols.

h) Qualifications of the applicant that demonstrate the ability to implement and operate a broadband infrastructure, and/or be a sustainable broadband services provider

As discussed in more detail in Section 38 of this application, EchoStar intends to call on the extensive experience of its parent EchoStar Corp. as well as that of EchoStar Corp.'s former parent and current customer, DISH Network Corporation ("DISH Network") and/or its affiliates, to support its project.

i) Overall infrastructure cost of the broadband system

j) Overall expected subscriber projections for the project
Projecting a more realistic mix of 60% entry-level subscribers, 15% middle-tier subscribers, and 25% maximum speed subscribers:

k) Number of jobs estimated to be created or saved as a result of the project.

EchoStar estimates that approximately 515 installer jobs will be created or saved as a result of its project in each of the first three years alone (meaning 515 full-time equivalents (~FTE’s) per year), as demonstrated in the attachment. Of these, 106 FTEs per year would be installer jobs. The project will also create jobs in maintenance sales and service, as set forth in the attached document, bringing up the total of new or saved jobs to 515 for each of the first three years. In addition, as explained in detail in Section 41 of this application, an EchoStar affiliate is in discussions with a partner regarding an agreement whereby broadband capacity on the AMC-15 and -16 satellites would be made available to other microfranchisees to implement its microfranchise business model, creating additional job opportunities.