

NEWSFLASH

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Social media statement: Hughes Europe to demonstrate the reality of ‘broadband for all as part of the CLA’s ‘Can’t Get Online Week’ [[Insert bit.ly link](#)]

“Get Online Week? But I Can’t Get Online!”

Country Land & Business Association and Hughes Europe to host a demonstration in Hampshire of how satellite technology can provide affordable ‘broadband for all’ to rural areas lacking high-speed connectivity

Milton Keynes, UK, 27 October 2011—Hughes Europe will team up with the Country Land and Businesses Association (CLA) as part of *Can’t Get Online Week*, to demonstrate how satellite technology can provide rural communities with effective, affordable broadband.

The demonstration by Hughes will take place in Marchwood, Southampton on 30th October, as part of a week-long programme of events across England with IT and social media expert John Popham and sponsored by the CLA. This is planned to run in parallel with national *Get Online Week*, which is designed to provide the necessary skills to the millions of UK adults who have never used the internet.

CLA president, William Worsley says, “Can’t Get Online Week aims to highlight the importance reliable internet access has on the economic and social lives of rural communities. Rural residents and businesses still face real difficulties in getting a decent broadband connection, with many still on dial-up.”

“This no longer has to be the case,” says Christopher Britton, managing director, Hughes Europe. “Thanks to the latest Ka-band satellite technology, we are able to provide robust and viable broadband which meets the needs of those areas of the UK not served by terrestrial DSL or cable solutions.”

“This initiative follows similar collaboration between Hughes and the CLA earlier this year when the two organisations joined forces at several County Shows to support the CLA’s drive to put the ‘e’ back in the rural economy. By helping those areas commercially disadvantaged by a lack of connectivity, satellite broadband creates a level playing field as everyone can benefit equally from consistent high performance internet access,” continued Britton. “For the first time, ‘broadband for all’ becomes an affordable reality rather than an unreachable goal.”

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About Hughes Europe

Hughes Europe is the European operating and sales organisation for Hughes Network Systems, LLC (HUGHES) with facilities in Germany, the UK, and Italy. Utilising its satellite hub earth station and network operations centre in Griesheim, Germany, Hughes Europe provides Hughes broadband satellite and terrestrial solutions to large enterprises, government organisations and small businesses throughout the continent, both directly and through a growing family of value-added service providers. These networks support rapid, reliable transmission of data, voice, video, and multimedia content. For more information, please visit www.hugheseurope.com.

About Hughes Network Systems

Hughes Network Systems, LLC (Hughes) is the world’s leading provider of satellite broadband for home and office, delivering innovative network technologies, managed services and solutions for enterprises and governments globally. HughesNet® is the #1 high-speed satellite Internet service in the marketplace, with offerings to suit every budget. To date, Hughes has shipped more than 2.5 million systems to customers in over 100 countries, representing over 50 percent market share. Its products employ global standards approved by TIA, ETSI and ITU organisations, including IPoS/DVB-S2, RSM-A, and GMR-1.

Headquartered outside Washington, D.C., in Germantown, Maryland, USA, Hughes operates sales and support offices worldwide, and is a wholly-owned subsidiary of EchoStar Corporation (NASDAQ: SATS), a premier global provider of satellite operations and digital TV solutions. For additional information about Hughes, please visit www.hughes.com.

About the CLA

The Country Land & Business Association (CLA) has around 35,000 members. We have been looking after the interests of our members, as well as promoting the positive aspects of land ownership, land management and rural business activities for the past 100 years. CLA members own or manage approximately half the rural land in England and Wales, and the resulting expertise puts us in a unique position to formulate policies and lobby effectively. For more information on Can’t Get Online Week please visit:

http://www.cla.org.uk/Policy_Work/Cant_get_online_week/

Twitter: [#cantgetonline](https://twitter.com/cantgetonline)

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