

To: Commercial Lodging and Institutions Customers
From: Commercial Sales
Date: November 1, 2007
Re: Important News Regarding ESPN and UNIVERSAL CHOICE™ Services

Reflecting our commitment to continue to offer our customers greater programming value and choice, DIRECTV has limited rate increases to those that directly result from increased programming costs. While we do everything within our control to minimize rate changes, the programming costs for ESPN and the UNIVERSAL CHOICE™ packages will increase in 2008.

Effective January 1, 2008, the ESPN and the UNIVERSAL CHOICE™ packages will be billed at the following monthly rates:

ESPN Package - \$3.50 per subscriber unit. This package includes ESPN, ESPN2, ESPNEWS, ESPN Classic, ESPNU, ESPN HD* and ESPN2 HD*.

ESPN, ESPN2, ESPNEWS, and ESPN Classic must be delivered to each room and if you choose to deliver the HD service(s), all four of the standard definition ESPN channels must be distributed.

ESPN, ESPN2 & ESPNEWS Package - \$3.55 per subscriber unit. All three services must be delivered to each room.

ESPN & ESPN2 Package - \$3.60 per subscriber unit. Both services must be delivered to each room.

ESPN ala carte - \$4.25 per subscriber unit.

The UNIVERSAL CHOICE™ Package - \$2.70 per subscriber unit.

Our records indicate your property is receiving one of the referenced ESPN packages and the UNIVERSAL CHOICE™ package. On the first billing cycle after January 1, 2008 the rate will increase. If you have any questions please contact your DIRECTV Commercial Affiliate or the Business Support Center at 1-800-388-2505. Or, if you prefer, please email your questions and concerns to commercialvoice@directv.com.

We greatly appreciate your business.

Sincerely,

DIRECTV, Inc.

*Additional equipment required to distribute DIRECTV HD programming in a Commercial Lodging or Institution Property; please contact your DIRECTV representative for details. All rates are per subscriber unit per month with a minimum of 20 subscribers units. Must be available to 100% of the subscriber units at all times. Programming, pricing, terms and conditions subject to change.