

To: Commercial Lodging and Institutions Customers
From: Commercial Sales
Date: November 1, 2007
Re: Important News Regarding The Fundamentals 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 The Fundamentals package will increase in 2008.

Our records indicate your property is receiving The Fundamentals package, a great value with currently 16 channels in the package such as CNN, FX, and the National Geographic Channel. On the first billing cycle after January 1, 2008 the rate will increase.

Effective January 1, 2008, the new monthly rate will be as follows:

The Fundamentals Package - \$1.55 per subscriber unit.

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.