

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

Our records indicate your property is receiving the UNIVERSAL CHOICE™ package, a great value with over 55 channels in the package such as Fox News Channel, CNN, FX, Speed and The Weather 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 UNIVERSAL CHOICE™ Package - \$2.70 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.