



DIRECTV Helps Schools Across the Country Raise More than \$1 Million

July 11, 2006—EL SEGUNDO, Calif. – While school may be the farthest thing from the minds of kids across the country as they enjoy their summer vacations, DIRECTV, Inc., the nation's leading satellite television service provider, is celebrating a successful inaugural year of its scholastic fundraising program, DIRECTV4Schools.

Launched in fall 2006, DIRECTV4Schools is an innovative program that eliminates the time constraints of traditional school fundraising and provides an opportunity for schools to raise an unlimited amount of money in a fast, fun and easy way. Through the program, DIRECTV donates \$100 to a participating school for every parent, teacher or friend who activates and enjoys DIRECTV® service for one year, and \$50 for any current customer, who makes a new programming commitment and continues to enjoy DIRECTV service for an additional year.

With nearly 3,000 schools enrolled, DIRECTV helped to raise more than \$1 million for participating schools nationwide. Leading the program in sales was Natchez High School in Natchez, Miss. whose efforts resulted in more than 320 DIRECTV subscriptions, which helped to raise funds for an end-of-year school trip. In addition, St. Clair Catholic School in St. Clair, Mo. used the DIRECTV4Schools program to raise funds for a new school playground, which was installed in April of this year.

"All of us at DIRECTV are pleased with the results of this year's DIRECTV4Schools campaign," said Caroline Leach, vice president of Communications at DIRECTV. "With this program's potential to significantly impact schools across the country and more than \$1 million raised in the first year, we are now seeing the power of DIRECTV4Schools come to life."

For the 2007-08 school year beginning in the fall, DIRECTV will re-extend the program to schools that participated in 2006 while also opening enrollment for new accredited K-12 schools nationwide.

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