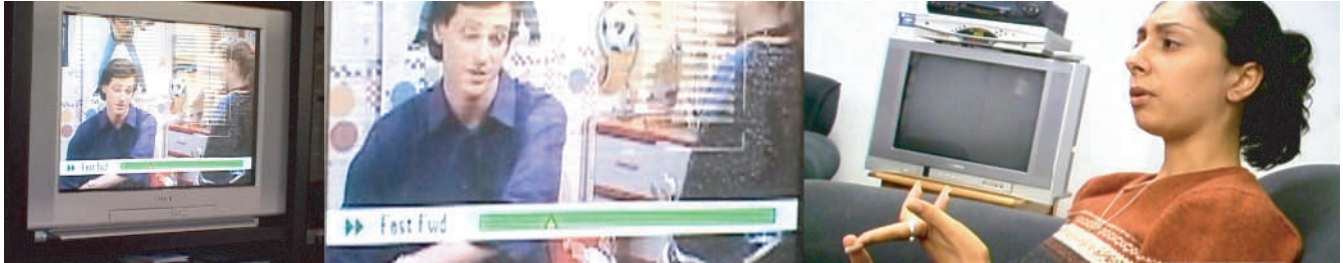


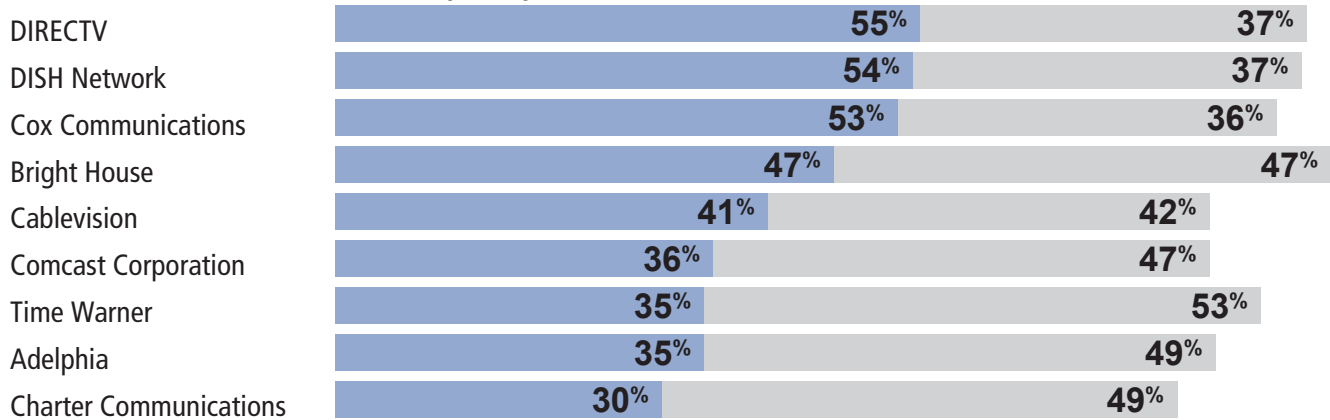
Satellite TV Leads in Satisfaction

DIRECTV and DISH well-positioned to convert despite cable bundles



Satisfied with Current Cable/Satellite TV Service Provider

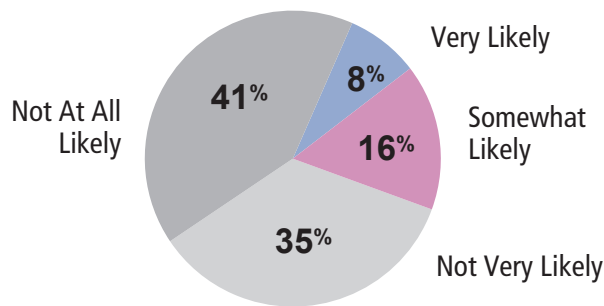
Ranked by "Very Satisfied"



Base: Customers of Each Cable/Satellite Company

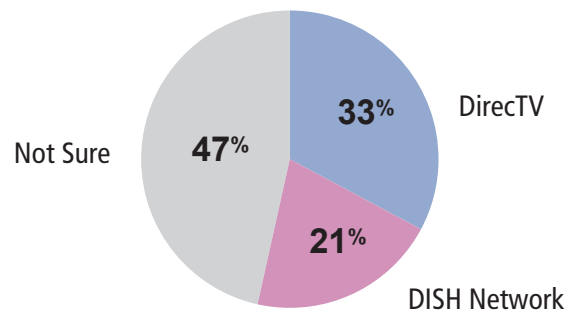
Very Satisfied
Somewhat Satisfied

Likely to Switch to Satellite Television Within The Next Twelve Months



Base: Subscribe to cable television

First Choice for Satellite Television Service Provider: DIRECTV vs DISH Network



Base: Potential Switchers from cable television

This information comes from Digital Life America, SRG's independent syndicated trend study. Between June and late September 2006, the research covered nationally representative samples of over 2,600 Americans by telephone (1,016) and online (1,600). The results cited in this release are accurate to plus or minus 2.4 percent, 19 times out of 20. To maintain an unbiased perspective, Solutions Research Group funds its own syndicated research. For more information, go to www.srgnet.com