



## Neal Tiles Joins DIRECTV Executive Staff

**EL SEGUNDO, CA, March 4, 2004** – Mitchell Stern, president and CEO of DIRECTV, Inc., the nation's leading digital multichannel television service provider, today announced the appointment of Neal Tiles to the DIRECTV executive staff. Tiles, who joins DIRECTV as executive vice president of Marketing, will oversee all advertising, creative services, brand management and on-air promotions strategy and initiatives.

“Neal is a tremendous addition to the DIRECTV senior leadership team,” said Stern. “In this new position, Neal will lead all of DIRECTV’s consumer marketing efforts as he helps us continue to strengthen our brand and differentiate DIRECTV from the competition.”

Prior to joining DIRECTV, Tiles previously served as executive vice president for FOX Sports, since January 2000. In this position Tiles was responsible for maximizing the ratings potential of both Fox Sports Net’s national and local cable television programming and FOX Sports’ national broadcast programming.

“This is a great opportunity,” said Tiles on joining DIRECTV. “Being a part of a premiere brand such as this is every marketer’s dream. DIRECTV has built a distinct and strong brand over the last nine years and I am looking forward to continuing that tradition and overseeing the development of compelling campaigns that underscore DIRECTV’s virtues and resonate with consumers.”

Tiles has been at the helm of one of the more successful runs in U.S. advertising. Since Tiles took over at FOX Sports in 1997, FOX Sports has won more than 100 major marketing/advertising awards, which include: eight Lions at the International Advertising Festival at Cannes, including the “Grand Prix” in 2001, 20 Clio Awards including a 1998 “Best in Show,” and was twice named “Best in Show” at the prestigious One Club of New York’s One Show in 1999 and 2001. Since 1997, FOX Sports has been the highest rated broadcast sports networks among NBC’s, ABC’s and CBS’ sports divisions.

Before being recruited by FOX Sports in 1997, Tiles spent two years at ESPN where he served as director of Advertising and Program Marketing. There, he directed the advertising and marketing of ESPN programming including the NFL, MLB, NASCAR and NHL.

News Corporation completed its acquisition of 34 percent of Hughes common stock last December.

DIRECTV is the nation’s leading digital multichannel television service provider with more than 12.2 million customers. DIRECTV and the Cyclone Design logo are registered trademarks of DIRECTV, Inc., a unit of Hughes Electronics Corp. (NYSE: HS). Hughes is a world-leading provider of digital multichannel television entertainment, broadband satellite networks and services, and global video and data broadcasting. Hughes is 34 percent owned by Fox Entertainment Group, which is approximately 82 percent owned by News Corporation Ltd.

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