



## **DIRECTV Surpasses Cable and DISH Network in 2011 American Customer Satisfaction Index**

**DIRECTV Continues its Winning Streak, Now Beating Cable TV for the 11<sup>th</sup> Consecutive Year and is the only Company in the Cable and Satellite Category to Improve its Overall Rating**

EL SEGUNDO, Calif.--(BUSINESS WIRE)-- For the 11th straight year DIRECTV, the world's largest pay TV provider, has once again scored higher for customer satisfaction than all major cable TV companies in the American Customer Satisfaction Index (ACSI), released today. In addition, DIRECTV surpassed its competitors, DISH Network and AT&T U-Verse, who both had the biggest declines of four points in the ACSI this year.

In this year's ACSI survey, DIRECTV was the only company in the cable and satellite category to improve its position from last year and posted an index score of 69, reflecting customers' overall satisfaction with the service, compared to the cable and satellite TV industry, which received an average score of 66. Specifically, DIRECTV scored 10 points higher than Time Warner, Comcast and Charter Communications, who also posted declines from last year's survey. Customers surveyed by the ACSI in the first quarter of 2011 were also asked about such issues as customer expectations, perceived quality, and customer loyalty.

"The common goal of every employee at DIRECTV is to continually improve the customer experience and our ranking in this year's survey reflects their dedication and hard work," said Mike White, president and CEO of DIRECTV. "While we improved our position within the survey this year, we understand that our customers have many options when it comes to choosing a television provider, and we will continue to stay laser-focused on improving all facets of the overall customer experience to make their choice an easy one."

The American Customer Satisfaction Index is a national economic indicator of customer evaluations of the quality of products and services available to household consumers in the United States. ACSI releases results for various sectors of the economy on a monthly basis to provide up-to-the-moment coverage over the entire calendar year. The national index is updated each quarter and factors in scores from more than 225 companies in 45 industries and from government agencies over the previous four quarters. The Index was founded at the University of Michigan's Ross School of Business and is produced by ACSI LLC. ACSI can be found on the Web at [www.theacsi.org](http://www.theacsi.org).

### **About DIRECTV:**

DIRECTV (NASDAQ: DTV) is the world's largest pay TV provider delivering the premiere video experience through state-of-the-art technology, unmatched programming and industry leading customer service to more than 28.9 million customers in the U.S. and Latin America. In the U.S., DIRECTV offers its 19.4 million customers access to more than 170 HD channels and Dolby-Digital<sup>®</sup> 5.1 theater-quality sound (when available), access to exclusive sports programming such as NFL SUNDAY TICKET<sup>™</sup>, award winning technology like its DIRECTV<sup>®</sup> DVR Scheduler and higher customer satisfaction than the leading cable companies for 11 years running. DIRECTV Latin America, through its subsidiaries and affiliated companies in Brazil, Mexico, Argentina, Venezuela, Colombia, and other Latin American countries, leads the pay-TV category in technology, programming and service, delivering an unrivaled digital television experience to 9.5 million customers. DIRECTV sports and entertainment properties include three Regional Sports Networks (Northwest, Rocky Mountain and Pittsburgh) as well as a 60 percent interest in Game Show Network. For the most up-to-date information on DIRECTV, please call 1-800-DIRECTV or visit [directv.com](http://directv.com).

DIRECTV, Inc.  
Jade Ekstedt  
310-964-3429  
or  
Darris Gringeri  
212-205-0882

Source: DIRECTV

