



DIRECTV Maintains Highest Score in American Customer Satisfaction Index for Third Consecutive Year

EL SEGUNDO, Calif.--June 3, 2004--For the third consecutive year, DIRECTV, the nation's leading digital television service, received the highest score for customer satisfaction among satellite and cable TV companies rated by the American Customer Satisfaction Index (ACSI).

Of the satellite and cable TV companies included in the ACSI, DIRECTV posted the highest index score (71(a)). The score reflects customers' overall satisfaction with the service. Customers surveyed by the ACSI in the first quarter of 2004 were asked about such issues as perceived quality, perceived value and their expectations prior to subscribing to the service. The ACSI also measures customer loyalty and retention. The overall average for the four largest cable TV companies in the ACSI survey was 58.75.

"Our number-one ranking in the ACSI study for the third consecutive year clearly shows a sustained commitment by all DIRECTV employees to provide our more than 12.6 million customers with a great product backed by first-rate service," said Peter Giacalone, executive vice president, Customer Satisfaction, DIRECTV, Inc. "We constantly scrutinize all facets of customer service, and ranking number one in a national independent customer satisfaction study three years running is an achievement of which we're all justly proud."

The ACSI, which is produced through a partnership with the University of Michigan Business School's National Quality Research Center, is a national economic indicator of customer evaluations of the quality of products and services available to household consumers in the United States.

DIRECTV also has ranked #1 in the J.D. Power Syndicated Residential Satellite/Cable TV Customer Satisfaction Study for two consecutive years.

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(a) EchoStar's DISH Network also received an index score of 71.

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