



**North American
Broadcasters Association**

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FOR IMMEDIATE RELEASE

Direct-Broadcast-Satellite visionary honored by the North American Broadcasters Association

International Achievement Award Recognizes Eddy Hartenstein

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TORONTO, CANADA (March 23, 2006) Eddy Hartenstein will be honored by the North American Broadcasters Association (NABA) in recognition of his outstanding leadership in the broadcasting industry.

In conjunction with NABA's Annual General Meeting and Conference, April 4-5 in Los Angeles, Mr. Hartenstein will be presented with the Association's International Achievement Award at the Opening Dinner on April 4. (For more information on the NABA AGM & Conference, please visit www.nabanet.com.)

Mr. Hartenstein is recognized as a visionary and driving force behind the development of Direct Broadcasting Satellite (DBS) direct-to-home (DTH) services, now a major means of television distribution around the world. He pioneered both the regulatory and technology shifts to lead the entry of the first small dish DBS service in North America. His vision and leadership resulted in a new outlet for broadcasting services, and provided a foundation for the launch of many new programming choices for the public.

He was DIRECTV's President from its inception in 1992 and served as Chairman and CEO from 2001 to 2004. During that time, he assembled the financial support and management expertise to launch the first digital DBS service to consumers. DIRECTV's high power Ku band DBS service paved the way for hundreds of channels of digital television to be provided to millions of consumers worldwide without connecting to a cable system. He also led the regulatory push changing the US law to allow local broadcast stations to be rebroadcast into local markets over DBS. Under Hartenstein's leadership DIRECTV grew from a concept to a vital service with over 14 million customers.

Mr. Hartenstein was inducted into the National Academy of Engineering (NAE) Class of 2001, and in 2002 he was inducted into the Broadcasting & Cable Hall of Fame. DIRECTV was awarded three Technical Emmys for outstanding achievement under his leadership.

Mr. Hartenstein began a long career at the Hughes Aircraft Company as a satellite engineer, moving to Hughes Communications where he led the growth of commercial use of Ku Band satellites and the spin-out of DIRECTV as a stand alone Hughes division. He retired in 2004 after building a successful company and a thriving industry that has significantly changed the complexion of television broadcasting. He continues to provide industry leadership, serving on the boards of Thomson Multimedia, XM Satellite Radio, the Consumer Electronics Association and SanDisk Corporation.

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The NABA International Achievement Award is presented annually and recognizes individuals who have demonstrated extraordinary leadership in broadcasting and commitment to NABA's goals and principles.

About NABA

The North American Broadcasters Association (NABA) is a union of the most influential broadcasting organizations throughout North America committed to advancing the interests of broadcasters at home and internationally. As a member of the World Broadcasting Unions (WBU), NABA creates the opportunity for North American broadcasters to share information, identify common interests and reach consensus on issues of an international nature. NABA provides representation for North American broadcasters in global forums on topics including, journalism issues, protection of content, spectrum related concerns, the territorial integrity of broadcasters' signals, and digital transition issues.

NABA's members represent some of the most successful and influential broadcasters in North America. Network broadcasters, both public and private, in the United States, Mexico and Canada work together with their colleagues to provide a common voice for the North American broadcast community.

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