



DIRECTV Acquires Significant Portion of Its Installation Network with Close of 180 Connect and UniTek USA Transactions

With New Wholly-Owned Installation Subsidiary DIRECTV to Build on Its Industry-Leading Customer Satisfaction

EL SEGUNDO, Calif., Jul 09, 2008 (BUSINESS WIRE) -- DIRECTV, Inc. and 180 Connect Inc. have completed the previously announced transaction enabling DIRECTV, the nation's leading satellite television service, to gain control over a significant portion of its installation and home service network. With the acquisition of 100 percent of its outstanding common stock, 180 Connect, one of North America's largest providers of installation, integration and fulfillment services to the home entertainment, communication, and home integration service industries, becomes a wholly-owned subsidiary of DIRECTV.

In a related transaction, UniTek USA, LLC has acquired 180 Connect's cable services operating unit and certain DIRECTV installation services from DIRECTV, in exchange for UniTek's satellite installation services in New York, Burbank, California and Bloomington, California and cash.

"With the close of the 180 Connect agreement, we've taken an important step toward developing the best installation network in the industry and further enhancing customer satisfaction," said Mike Palkovic, executive vice president, Operations, DIRECTV, Inc. "Improving the service experience for our customers is as important as anything we do on the technology and content side of our business and we believe we will now be in a stronger position to better understand and meet the challenges of providing a high-quality experience for our customers."

Through the transaction, DIRECTV gains control of one of its largest installation and home service providers and transitions approximately 3,200 employees in 46 U.S. market locations, throughout California, Colorado, Oregon, Washington, Utah, Montana, Idaho, Wyoming, Arkansas, Virginia, Hawaii, Western Pennsylvania and New Jersey. Prior to the acquisition, DIRECTV had outsourced all its installation service operations through 12 home service provider companies.

About DIRECTV, Inc.

DIRECTV, Inc. (NASDAQ:DTV), the nation's leading satellite television service provider, presents the finest television experience available to more than 17 million customers in the United States and is leading the HD revolution with 95 national HD channels - more quality HD channels than any other television provider. Each day, DIRECTV subscribers enjoy access to over 265 channels of 100% digital picture and sound, exclusive programming, industry-leading customer satisfaction (which has surpassed cable for eight years running) and superior technologies that include advanced DVR and HD-DVR services and the most state-of-the-art interactive sports packages available anywhere. For the most up-to-date information on DIRECTV, please visit www.directv.com.

About 180 Connect Inc.

180 Connect Inc. is one of North America's largest providers of installation, integration and fulfillment services to the home entertainment, communications and home integration service industries. With more than 4,000 skilled technicians and 750 support personnel based in over 85 operating locations, 180 Connect is well positioned as the only pure play national residential service provider in the market. 180 Connect shares are traded under the name of 180 Connect Inc. on the OTCBB under the symbols CNCT.OB, CNCTU.OB and CNCTW.OB. For more information about 180 Connect Inc, please visit www.180connect.net.

About UniTek USA, LLC

UniTek USA, LLC, is a premier provider of engineering, construction management and installation fulfillment services to companies specializing in the telecommunications, broadband cable, cellular and satellite industries. UniTek has created a scalable operating platform, enabling each UniTek subsidiary to deliver quality services to its Fortune 100 customers. UniTek USA, LLC, based in Blue Bell, PA utilizes a diverse workforce of over 5,000 technicians deployed throughout the United States. For more information about UniTek, please visit www.unitekusa.net.

SOURCE: DIRECTV, Inc.

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