



B2B-TV AND DIRECTV PRESENT SATELLITE TV SOLUTION FOR COMMERCIAL MARKETS AT OFFICE BUILDING SHOW JULY 22-24, 2007

LOS ANGELES, July 17, 2007 – B2B-TV, a leading provider of centralized television distribution systems, and DIRECTV, the nation's leading satellite television service provider, will present their customized television solution for commercial markets at the Office Building Show, July 22-24, 2007 at the Jacob K. Javits Convention Center, New York City. The Office Building Show, co-sponsored by BOMA (Building Owners and Managers Association) and *Buildings* Magazine is an annual showcase for industry-leading products and services.

B2B-TV and DIRECTV will display DIRECTV's satellite television system within the BOMA Museum, an exhibit commemorating the 100th anniversary of BOMA and underscoring the Show's theme, "Celebrating 100 Years of Commercial Real Estate".

"We are proud to be a part of the BOMA Museum to celebrate 100 years of industry achievements and to share our technology customized to meet the needs of today's commercial markets," said Weston Munselle, CEO of B2B-TV. "Together with our partner DIRECTV, we provide a unique solution that addresses the high demand for television service in multi-story, multi-tenant buildings."

"The Office Building Show is an ideal forum for us to present the significant benefits DIRECTV and B2B-TV offer building owners and managers and their tenants," said Brian Tomazic, senior account manager, Commercial Sales, DIRECTV. "With our 100 percent digital-quality programming, suite of advanced technologies and the addition of up to 100 national High Definition channels by the end of 2007, businesses can enjoy the best television viewing experience available."

Until now, businesses in commercial buildings had few options for receiving quality television service. B2B-TV simplifies the process by providing a fully managed system that offers a hassle-free and affordable solution to the building and its tenants. Businesses have the opportunity to select a rich variety of standard and High Definition programming from DIRECTV to meet their viewing needs.

About B2B-TV

B2B-TV installs, operates, manages and maintains centralized television distribution systems for commercial office properties. Through an exclusive arrangement with DIRECTV, the company provides access to over 100 channels of 100% digital and High Definition programming. B2B-TV services over 150 million square feet of building space along the West Coast and is expanding east to major markets. For more information visit www.b2b-tv.tv.

About DIRECTV

DIRECTV, Inc., the nation's leading satellite television service provider, presents the finest television experience available to more than 16 million customers in the United States, through exclusive content, industry-leading customer satisfaction (which has surpassed cable for seven years running) and superior technologies. Each day,

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DIRECTV subscribers enjoy access to over 250 channels of 100% digital picture and sound, exclusive programming and the most comprehensive collection of sports programming available anywhere, including NFL SUNDAY TICKET™ and MLB EXTRA INNINGS®. DIRECTV (NYSE:DTV) also leads the digital television technology revolution with exclusives such as NFL SUNDAY TICKET SuperFan™, US Open Interactive and YES Network Interactive and will soon have the capacity to offer over 150 channels in HD. For the most up-to-date information on DIRECTV, please visit directv.com.

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