



B2B-TV AND DIRECTV SIGN EXCLUSIVE AGREEMENT TO PROVIDE SERVICE TO COMMERCIAL OFFICE PROPERTIES

LOS ANGELES, July 11, 2007 – B2B-TV, a leading supplier of centralized television distribution systems, and DIRECTV, the nation's leading satellite television service provider, today announced an exclusive agreement to bring premium television programming to businesses in commercial office properties. Through the arrangement, B2B-TV will deploy a nationwide centralized television distribution system and offer DIRECTV programming to commercial customers.

"B2B-TV presents a win-win situation for businesses who want affordable and top quality television programming and building owners and managers who are often challenged to provide access," said Weston Munselle, CEO of B2B-TV. "With B2B-TV's fully managed solution, commercial properties can provide a high-value amenity to tenants at low-to-no cost to them and businesses can enjoy digital and High Definition programming from DIRECTV."

"Working with B2B-TV enables DIRECTV to reach even more commercial customers across the country and provide them with the best television viewing experience available," 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 HD channels by the end of 2007, businesses will have a variety of programming choices available to create the ideal mix for their viewing needs."

Until now, businesses in commercial buildings had few options for receiving quality television service. Building owners had to protect limited rooftop and riser space while businesses had to obtain approval from the building and make large capital equipment expenditures. Today, B2B-TV simplifies the process by providing a fully managed system that has minimal impact to the building and offers a hassle-free and affordable solution for businesses.

About B2B-TV

B2B-TV installs, operates, manages and maintains centralized television distribution systems for commercial office properties. Through a unique arrangement with DirecTV, they deliver hundreds of channels of programming. B2B-TV services over 150 million square feet of building space along the West Coast and is expanding east to major markets.

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, 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

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150 channels in HD. For the most up-to-date information on DIRECTV, please visit directv.com.

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