



DIRECTV Retailer Web site **retailer.DIRECTV.com**

retailer.DIRECTV.com is the DIRECTV retailer Web site, which has been created to enhance communication between retailers and DIRECTV. Retailers have access to a variety of information and tools including:

- Online access to DIRECTV payment reports
- Information on the latest DIRECTV promotions, programming and products
- An online DIRECTV merchandising catalog
- A Local Channels eligibility lookup
- Helpful forms for updating dealer information, ordering new access cards and much more

retailer.DIRECTV.com Web site Sections:

Payment Management

Retailers who currently receive weekly payment reports have the ability to view online and download their QuickPay reports. The Web site provides reports for up to the previous 12 weeks. Retailers can analyze payment and chargeback numbers quickly and accurately. Retailers can also view and download their latest probation report.

Sales Reporting

The Sales Reporting room replaces EASe 3.0, the old way to record sales information. With retailer.DIRECTV.com sales can be transmitted conveniently and quickly with the click of a button.

Retailers have the ability to sort sales history for easy viewing in many different ways, including by salesperson, city or date. Sales history information will be available for up to 180 days after the sale takes place. A customer address validation function has recently been added to this room.

Communications

The Communications section of retailer.DIRECTV.com provides information on current incentive programs, consumer promotions and product information. Retailers will find links to helpful areas such as current offers, news on advanced products, contact information for DIRECTV Retail Services and downloadable forms.

Toolbox

Retailers can take advantage of four handy links in the Toolbox section of the Retailer Web site: Ad Slicks & Logos, Fulfillment Catalog, Customer Eligibility lookup and Access Card Validation.

- Current promotion ad slicks are available for download*, along with the DIRECTV logo guidelines.
- The DIRECTV Fulfillment Catalog showcases premium and merchandising items ready for order and use in retailer-driven events and promotions. Color pictures, dimensions and prices are clearly marked. Orders can be faxed, mailed or called in using information on the downloadable order form provided on the site.
- A Local Channels eligibility lookup tool is provided to identify the in-market networks that are available to customers and provide DIRECTV System hardware requirements.
- Access Card Validation, a new DIRECTV business tool, provides retailers and dealers with the ability to verify the status of an access card – whether it has been activated or not.

**For both DIRECTV® and DIRECTV PARA TODOS™ service.*

DIRECTV, the Cyclone Design logo and DIRECTV PARA TODOS are trademarks of DIRECTV, Inc., a unit of Hughes Electronics Corporation. HUGHES is the world's leading provider of digital television entertainment, and satellite and wireless systems and services. The earnings of HUGHES, a unit of General Motors Corporation, are used to calculate the earnings per share attributable to the General Motors Class H common stock (NYSE: GMH).

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Updated January 2002



DIRECTV™/AOLTV service

DIRECTV, Inc., the nation's leading digital satellite television service provider, and America Online, Inc., the world leader in branded interactive services, are collaborating on a new platform that combines DIRECTV® digital satellite television programming with AOLTV enhanced interactive television and Internet service.

DIRECTV™/AOLTV Receiving Equipment

Using a DIRECTV satellite dish and a new advanced digital receiver built by Hughes Network Systems, customers will have access to DIRECTV® programming, the Internet, e-mail, TV chat, data-enhanced video, online shopping and other AOL features, which all can be accessed through the television. The DIRECTV™/AOLTV platform will include a Web browser, Intel® processor, hard drive, wireless keyboard and remote control. The set-top box will send and receive data out through a built-in 56K modem over standard phone lines. The receiver will also be equipped to support future capabilities such as AOLTV content delivered via satellite and digital subscriber line (DSL) connectivity.

AOLTV Service

Designed to bring the strengths of AOL's online service to the television, the AOLTV service includes AOLTV content, Internet access and TV-oriented AOL community services such as e-mail, chat, Instant Messaging™ and Buddy Lists. Users of the AOLTV service can communicate with members on all other AOL platforms.

DIRECTV® Service

DIRECTV offers access to a wide array of programming selections, including 31 premium movie channels, digital-quality music, original programming, up to 55 pay per view choices each day, special events and local channels where available. More than 4,000 professional and collegiate sporting events are also offered by DIRECTV, including games not available on any other mini-dish service. DIRECTV offers a wide variety of programming packages and options to suit any viewer's needs, and all DIRECTV® programming packages offer access to the DIRECTV® Pay Per View channels.

AOL Investment in HUGHES

To support the rollout of the DIRECTV™/AOLTV service and new platform, AOL and DIRECTV entered into a strategic alliance to extend the reach of AOLTV by developing and marketing uniquely integrated digital entertainment and Internet services nationwide.

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