

November 19, 2002



Ms. Sandy Rios  
 President  
 Concerned Women for America  
 1015 Fifteenth Street, N.W.  
 Suite 1100  
 Washington, DC 20005

**Stephanie Campbell**  
 Senior Vice President  
 Programming

Dear Ms. Rios,

Your letter to Rick Wagoner of General Motors concerning adult programming on DIRECTV was forwarded to me. We understand your concerns and appreciate hearing your opinion.

As you may know, DIRECTV offers more than 225 channels of news, sports, music, movies and family programming. Animal Planet, ESPN, Lifetime, A&E, The History Channel and Nickelodeon are just some of the popular channels we offer our customers.

The adult programming on DIRECTV makes up a very small percentage of channels in our programming lineup. Moreover, adult programming on DIRECTV can be viewed only if a customer takes active steps to order or request the programming. It cannot be seen in any form unintentionally – those customers who don't want to see it, don't have to see it. With DIRECTV's digital signal there is no possibility of signal "leakage" that may inadvertently contain adult programming. In addition, we do not market or advertise adult programming to consumers.

We certainly recognize that we offer programming that is not appropriate for all members of the household. To prevent underage viewers from viewing unsuitable programming, all DIRECTV Systems have a free parental viewing locks and limits control feature that enables parents to restrict access to specific channels.

With their remote control, parents can use a four-digit access code (or PIN) to activate the lock-out feature and are able to block any number of channels from viewing, as well as set ratings (those established by the Motion Picture Association of America) and spending limits. Once activated, this prevents children from accessing channels that have been blocked. In addition, the locks and limits feature allows parents to prevent specific channels from appearing on the DIRECTV programming guide. DIRECTV also passes through the V-chip technology (which reads information encoded in rated programs and blocks programs from the TV set based upon the rating selected by parents) for those customers with the technology in their TV sets.

Thank you again for sharing your concerns.

Sincerely,

A handwritten signature in black ink that reads "Stephanie Campbell".

Stephanie Campbell