

Rayne P. S.
Please file

DirectV™

NEWS RELEASE

DirectV™ SIGNS NEXT WAVE OF CABLE NETWORKS

The Discovery Channel, The Learning Channel, C-SPAN, and E! Join Programming Lineup

Chicago, IL, June 3, 1993 – DirectV, Inc., a unit of GM Hughes Electronics, continues to build the programming lineup for its high-power direct broadcast satellite (DBS) service by announcing distribution agreements with The Discovery Channel, The Learning Channel, C-SPAN, C-SPAN 2, and E! Entertainment Television. The agreements bring to 16 the number of basic cable networks that will be distributed nationwide by DirectV™, the United States' first all-digital satellite television service.

All of the cable programming services signed to date by DirectV will be marketed in rural areas under an agreement between DirectV and the National Rural Telecommunications Cooperative. DirectV will offer the cable networks in value packages in other locations across the United States, along with its pay-per-view movies, sports, cultural, entertainment and information programming.

"We are extremely pleased that DirectV has secured distribution agreements with this quality group of entertainment and information programmers," said DirectV President Eddy Hartenstein. "All of these networks provide compelling programs that will help us provide a programming lineup with more choice, more variety, and more value than other entertainment services."

"We are pleased to be working with DirectV on this project," said Ruth Otte, President and Chief Operating Officer, Discovery Networks. "We think the entertaining and informative programming offered by Discovery and Learning will add strength and diversity to the DirectV programming lineup."

MORE

2 2 2 2 2

DirecTv SIGNS NEXT WAVE OF CABLE NETWORKS

"E!'s entertainment-based programming will contribute to the variety and value of the DirecTv lineup," said Lee Masters, president and CEO, Entertainment Television. "E! is a natural complement to the existing DirecTv services and has the potential to support their pay-per-view business. We're very pleased to be working with DirecTv on this new satellite service."

John Evans, C-SPAN Executive Committee Chairman and President of Hauser Communications stated, "We are very pleased that C-SPAN and C-SPAN 2 will be part of the DirecTv offering. This significant step helps fulfill the goals of C-SPAN's cable industry founders to make our coverage of the political process available to as many Americans as possible."

C-SPAN and C-SPAN 2 are unique news and information services, offering 24-hour coverage of important political events from Washington, D.C., and around the nation. Frequent call-in programs allow viewers to take part in the national debate on issues. In addition, C-SPAN offers debate of the U.S. House, live and in its entirety, while the U.S. Senate is always carried live on C-SPAN 2.

The C-SPAN services will contribute to fulfilling the public interest obligations for DirecTv required under the newly-enacted Cable Act. C-SPAN provides the very type of non-commercial and informational programming that Congress has recognized that DBS operators should supply to viewers. DirecTv has proactively agreed to support these two cable-initiated channels by packaging the services as part of the overall DirecTv program offering.

Through DirecTv, the largest television start-up in history, every TV household across the nation equipped with the RCA brand DSS™ Digital Satellite System manufactured by Thomson Consumer Electronics, will have access to approximately 150 channels of quality subscription and pay-per-view entertainment and information programming. The digital service is slated to begin operation in April 1994. DSS™ is a three component home receiving system consisting of an 18 inch satellite antenna, a compact decoder box, and a remote control that will retail for approximately \$700.

MORE

3 3 3 3 3

DirecTv SIGNS NEXT WAVE OF CABLE NETWORKS

To date, DirecTv programming includes The Disney Channel, CNN, Headline News, TNT, TBS Superstation, The Cartoon Network, USA Network, The Sci-Fi Channel, TNN: The Nashville Network, CMT: Country Music Television, The Family Channel, and two Canadian services - Newsworld International and Northstar. In addition, DirecTv has pay-per-view agreements with Paramount Pictures, Sony Pictures Entertainment which includes Columbia/TriStar releases, and Turner Broadcasting for titles from the Turner/MGM library. The channel capacity dedicated to pay-per-view movies will allow DirecTv to provide broad programming selection with greater convenience than a video store.

Two high-power satellites are under construction by Hughes Aircraft Company for DirecTv. Both satellites are based on the HS 601 model and feature 16 120-watt transponders each. The first satellite is scheduled for a December 1993 launch and the second launch is planned for Summer 1994. Both satellites will be placed in geosynchronous orbit by Ariane commercial launch vehicles.

Discovery Networks is a unit of Discovery Communications, Inc. (DCI), a privately held multimedia company that operates The Discovery Channel and The Learning Channel. DCI also has ancillary businesses in publishing, home video, interactive video and international sales and distribution.

E! Entertainment Television is the only basic cable network devoted to the world of entertainment. Based in Los Angeles, E! is distributed domestically to 22 million cable subscribers on 1060 systems, and internationally in 75 countries.

DirecTv, Inc. is a subsidiary of Hughes Communications, Inc., a unit of GM Hughes Electronics. Hughes Communications is the world's largest private commercial satellite owner and operator. The earnings of GM Hughes Electronics Corporation, a wholly owned subsidiary of General Motors Corporation, are used to calculate the earnings per share of General Motors Class H Common stock (NYSE: GMH).

###

For more information, please contact:

DirecTv, Inc.

Linda F. Brill
Manager, Public Relations
(310) 535-5062

C-SPAN

Susan Swain
Senior Vice President
(202) 626-4643

Discovery Networks

Krista Van Lewen
Manager, Corp. Communications
(301) 986-0444 ext. 5274

E! Entertainment Television

Gillian Rees
Vice President, Public Relations
(213) 954-2436