

## NEWS RELEASE



**Contact:** DIRECTV, Inc.  
Gina Magee  
(310) 726-4654

### **DIRECTV Goes to School™ Educational Partnership Helps Power California State Science Fair**

***Nation's Leading Digital Satellite Television Service  
Donates DIRECTV Systems and Educational Programming  
to 600 California State Science Fair Schools***

**EI SEGUNDO, CA., May 21, 2001** -- DIRECTV, Inc., provider of the nation's leading digital television service, today announced that it has expanded its DIRECTV GOES TO SCHOOL™ public initiative to include up to 600 K-12 schools participating in the California State Science Fair, scheduled for May 21-22 at the California Science Center in Los Angeles' Exposition Park.

Under terms of the agreement, DIRECTV is providing all California State Science Fair school participants throughout the state with free DIRECTV Systems and DIRECTV SCHOOL CHOICE™ programming which includes 66 channels of educational programming.

DIRECTV GOES TO SCHOOL™ is a public service initiative providing up to 50,000 qualifying K-12 educational institutions around the country with free access to the widest array of news, educational and informational programming available. Teachers and students can utilize the networks available via the DIRECTV GOES TO SCHOOL program as an educational tool in the classroom to supplement and enhance their curriculum.

Going beyond the DIRECTV GOES TO SCHOOL™ program, DIRECTV is donating both DIRECTV Systems and educational programming to participating California State Science Fair schools.

DIRECTV launched its DIRECTV GOES TO SCHOOL™ program earlier this year with student-learning rallies at charter schools in Los Angeles; Jackson, Miss.; Boise, Idaho; Englewood, Colo.; Moore, Okla.; and Decatur, Ga.

**More...**

**2230 East Imperial Hwy. El Segundo, CA 90245 Phone 310 535 5113**

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With the DIRECTV GOES TO SCHOOL™ program, participating schools receive a free programming package called SCHOOL CHOICE™, featuring 66 channels of educational programming from networks such as C-SPAN, CNN, Discovery Channel, The History Channel and The Learning Channel. The DIRECTV GOES TO SCHOOL™ program enables teachers to record educational programming, edit the content and replay it later to fit their curriculum.

“The needs of our nation’s schools are a high priority,” said Odie Donald, president, DIRECTV, Inc. “With all of the educational programming available from programmers today, we believe that the DIRECTV GOES TO SCHOOL™ program will truly enhance schools' current curriculums and deliver the most robust lineup of educational programming available.”

The SCHOOL CHOICE™ package enables teachers and educators to directly enhance their lesson plans with continuous in-class news and education-based digital-quality TV programming. The SCHOOL CHOICE™ package offers access to popular programming such as Nickelodeon’s Emmy Award-winning series, “Bill Nye the Science Guy;” The Weather Channel’s popular earth science series, “The Weather Classroom;” A&E’s eight-part series on the history of the solar system, “The Planets;” and Hallmark Entertainment movies and mini-series seen on Odyssey Network.

In addition, DIRECTV offers special issues of *DIRECTV—The Guide™*, a 350-page companion to the on-screen guide, which includes a four-page cover wrap focusing on the DIRECTV GOES TO SCHOOL™ program, as well as feature articles on the educational programming provided in the SCHOOL CHOICE™ package. *DIRECTV—The Guide* will be provided free of charge to schools participating in the program.

For more information regarding the DIRECTV GOES TO SCHOOL™ program school officials can call (888) 330-7827 or visit [www.directv.com/school](http://www.directv.com/school). DIRECTV is also pursuing opportunities to display DIRECTV GOES TO SCHOOL at educational tradeshow and on educational Web sites.

### **About DIRECTV, Inc.**

DIRECTV is the nation’s leading digital satellite television service with more than 9.8 million customers. DIRECTV and the Cyclone Design logo, DIRECTV GOES TO SCHOOL, SCHOOL CHOICE and DIRECTV—The Guide are trademarks of DIRECTV, Inc., a unit of HUGHES Electronics Corp. 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). Visit DIRECTV on the World Wide Web at [www.directv.com](http://www.directv.com).

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