

SATELLITE BROADCASTING AND COMMUNICATIONS ASSOCIATION

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FOR IMMEDIATE RELEASE

SBCA Forms the Satellite Industry Leadership Council

Washington, D.C., March 11, 2009 -- The Satellite Broadcasting and Communications Association (SBCA) today announced the formation of the Satellite Industry Leadership Council, an advisory group to the Board of Directors and senior management. The Council will make recommendations on ways SBCA can help to improve the visibility, profitability and effectiveness of all satellite industry segments. Key initiatives will include quality training programs, expanded membership benefits, employee recruitment/retention and satellite rights advocacy both for the installer and the consumer.

The all volunteer Council is broadly representative of the major elements of the direct-to-home, consumer based satellite services industry. It will include representation from retailers, satellite installation providers, along with the manufacturers and distributors of satellite equipment.

"This is an important direct link representing key interests of the satellite industry at every level. The council will help to give us clear focus in our efforts to grow awareness and be proactive in support of satellite industry growth and protection," said Joe Widoff, SBCA Executive Director.

The members of the council may form working groups to focus on issues that affect specific industry segments, such as retailers, installation providers, and the commercial multiple dwelling unit (MDU) market. They will also participate on panels, political action committees and in other programs sponsored by SBCA to foster better understanding of our industry and to recruit new members. The council will also assist in informing SBCA members about new technologies or industry developments as well as sponsorship opportunities, where appropriate, of programs

of the Association. To find more information on the Satellite Industry Leadership Council and its founding members go to

http://www.sbca.com/site_files/child.asp?page=Leadership_Council&sec=about.

The Satellite Broadcasting and Communications Association is the national trade organization representing all segments of the satellite industry. It is committed to expanding the utilization of satellite technology for the broadcast delivery of video, audio, data, music, voice, interactive, and broadband services. Additional information can be found at www.sbca.com.

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