

DIRECTV Academic Matching Gift Program

How It Works

The DIRECTV Gift Matching Program encourages DIRECTV employees to join the company in its financial support of the communities where we do business.

DIRECTV will match dollar-for-dollar employee gifts to non-profit organizations according to the following guidelines:

- Academic institutions: up to \$10,000 per calendar year
- U.S.-based 501(c)(3) organizations: up to \$1,000 per calendar year *
- Minimum dollar amount is \$25 per individual gift

Your gift must be registered within six months of the date when you gave your gift. For example, if you gave your gift on 1/15/07 you must register the gift no later than 7/15/07 for the gift to be eligible for a matching gift.

Eligible gifts given and registered in December will be matched the following year.

Gift may be paid by check, credit card, or by negotiable securities that have a publicly listed market value. The value of the securities, for the purpose of this program, will be determined based upon the closing market price of the date of the gift. Gift must be paid, not merely pledged.

DIRECTV may suspend, amend or discontinue the Gift Matching Program at any time and reserves the right to determine whether any gift shall be matched.

Eligible Participants

- Full-time DIRECTV employees only
- Members of the DIRECTV Board of Directors

Ineligible Participants

- Inactive employees on leave of absence
- Part-time employees
- Contract employees
- Spouses of active or retired employees
- Retired employees

Eligible Academic Institutions

To be eligible, the educational institution must be recognized as a tax-exempt, non-profit organization as defined under Section 501(c)(3) of the U.S. Internal Revenue Code. Examples include:

- Degree-granting two or four year private or public colleges or universities and graduate schools accredited by the U.S. Secretary of Education
- Degree-granting colleges or universities and graduate schools in free world countries with diplomatic relations with the U.S. Must be listed in the International Handbook of Universities.
- Public and private primary and secondary schools (K-12) registered and accredited by the state in which they are located

Ineligible Academic Institutions

- Academic Institutions not accredited by the U.S. Secretary of Education
- Fraternities, sororities, honor societies, educational associations, alumni and campus organizations (may qualify for a non-academic match, see below)
- Institutions which restrict admission due to race or religious beliefs

Eligible Non-Academic Gifts

Eligible recipient organizations must operate on a not-for-profit basis and be located in and serve the people of the United States. They must also be certified for tax-exempt status under Section 501(c)(3) of the Internal Revenue Code. Organizations eligible for matching may include:

Arts and cultural organizations, accredited educational institutions (including primary, secondary, seminaries, theological, technical and specialized schools, two and four year colleges, universities and graduate and professional schools), community and civic organizations, hospitals and health care agencies, social service organizations and environmental organizations.

DIRECTV will match gifts to qualified institutions affiliated with religious organizations, but will not match gifts made directly to religious organizations.

Additional higher education-related eligible organizations include:

Alumni Funds (excluding dues or memberships), Alumni Foundations and Alumni Associations under the administration of an eligible higher education organization, if identified with 501(c)(3) status.

Restrictions and Non-eligible Gifts

DIRECTV will NOT contribute matching funds in these cases:

- Non-academic gifts made prior to 1/1/07
- Gifts registered after January 31 for the previous calendar year
- Gifts made jointly by several individuals
- Gifts to churches and religious organizations to fulfill tithes, pledges or other church-related financial commitments
- Gifts made as a consequence of, or that lead to a material or other direct benefit to the donor, a member of the donor's family or an individual designated by the donor
- Payment for tuition, books or other student fees
- Payments that satisfy legal obligations
- Gifts to individuals or private foundations
- Ticket purchases or gifts where direct value is received
- Gifts made with the primary intent to receive specific merchandise, such as school memorabilia, status auto tags, special edition publications, etc.
- Gifts to scholarship funds established in the name of the donor or for which the scholarship recipient is designated by the donor
- Gifts used as dues payable to alumni groups, membership dues, bequests, insurance premiums, real estate, works of art, publications, subscriptions
- **Gifts not verified by the institution/organization within six months from the**

date the verification letter is mailed

Administrative Conditions

The Gift Matching Program is not to be construed as creating a pledge or legal obligation of DIRECTV, Inc. The company reserves the right to change or withdraw the Gift Matching Program, or any portion thereof, without notice, to decide any question of interpretation, and to restrict the total gifts matched in any one year to the sum authorized by the company.

*applies to gifts made after 1/1/07

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