



Philip A. Craig, Executive Director

*An Affiliate of The National Licensed Beverage Association*

December 20, 2001

Honorable Michael Powell  
Chairman  
Federal Communications Commissioner  
445 12<sup>th</sup> St. S.W.  
Washington, D.C. 20554

Dear Chairman Powell:

We are writing on behalf of the Ohio Licensed Beverage Association and its establishments to express strong support for the merger that is being pursued by DirecTV and EchoStar. Our members are leaders in Ohio's hospitality/restaurant industry and we have seen first hand how the satellite television industry has been able to provide quality services at competitive prices.

It is the current satellite television services such as the NFL Sunday Ticket, College Game Day, and ESPN College Full Court that attract numerous customers to our member's establishments where they are able to view games or programs that they are unable to watch on cable or broadcast television. If the merger goes through, and true competition between satellite and cable is allowed to flourish, we anticipate the new EchoStar to improve upon these services and add programming that will help attract even more customers into our business establishments.

We strongly believe that the proposed merger is a win for the economy as well as the owners and patrons of Ohio's bars and restaurants and we encourage you support the merger. Please join us in our advocacy for the acquisition of DirecTV by EchoStar.

Sincerely,

Chris N. Miller  
President  
Ohio Licensed Beverage Association