NORTH DAKOTA RETAIL ASSOCIATION

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Chairman Michael Powell
Federal Communications Commission
445 12th St SW
Washington, DC 20554

Dear Chairman Powell:

I am contacting you concerning an issue that our association in monitoring: the merger of EchoStar and DirecTV.

Everything I have seen concerning this merger would be beneficial not only to our members, but also to consumers.

With this merger, retailers would be able to offer a better package of services for satellite dish customers. More local channels. More programming choice. Access to broadband Internet access anywhere in rural North Dakota.

Our retailers strive to offer the best possible products at the best price. With this merger, the EchoStar package of services will be far more appealing to consumers because of the local programming, HDTV availability, additional pay-per-view channels, etc.

I am sure you are receiving a number of contacts relative to this issue. Please consider giving it favorable approval. We appreciate the opportunity to present our opinion.

Sincerely,

Russell L. Hanson
President