

**FOR IMMEDIATE RELEASE**

Judy Blake  
Hughes Network Systems  
301 601-7330  
[jblake@hns.com](mailto:jblake@hns.com)

Donna L. Taylor  
Brodeur  
202-775-2650  
[dtaylor@brodeur.com](mailto:dtaylor@brodeur.com)

**Hughes Network Systems and packetPointe Communications Provide  
DIRECWAY Broadband to Maverik Country Stores***Maverik reduces operational costs with enterprise-wide broadband satellite service*

**Germantown, Md., April 5, 2005**—After years of managing multiple phone lines and working with a number of different vendors, Maverik Country Stores, Inc. turned to Hughes Network System (HNS) and packetPointe Communications to provide DIRECWAY® broadband services to all 170 of its fuel and convenience store locations. The DIRECWAY service eliminates the hassle of doing business with multiple vendors, streamlines business operations and substantially reduces operational costs.

Before selecting DIRECWAY, Maverik researched and tested a number of data connectivity options, including dial-up, frame, and cable. Satellite proved to be the perfect fit. It was fast, reliable, and worked effectively at every location. Maverik knew from previous experience that the expense of managing multiple broadband vendors was time consuming and resulted in exorbitant costs.

According to Maverik's Director of Information Technology Lynn Call, "We have a small information technology shop and could not manage the multiple connections that were essential to establishing a connection with the traditional terrestrial broadband alternatives. When packetPointe approached us with HNS' DIRECWAY platform, our years of searching quickly came to an end. packetPointe and HNS came to our rescue with a single, enterprise solution that other providers were unable to offer."

Call also said "I would also emphasize the fact that we are replacing many of our client based software systems at each store and porting them over to our company intranet which will allow us to get data faster and manage the software from a central point. The DIRECWAY system has empowered us to use our company intranet as our primary means of collecting and distributing data; this is a huge benefit to us."

"Partnering with our Enterprise Solutions Providers is the key to reaching the mid-size enterprise," said Dave Shiff, HNS vice president of sales. "Working closely with them, we are able to effectively reach this important market segment, as well as meet customer demand for a single, enterprise solution."

- More -

“Customers like Maverik benefit from our services because of our ability to provide them with voice and data communications solutions that lower their costs, particularly in the areas of transaction processing of credit and store value cards, accessing and transferring back-office data from remote sites to corporate headquarters, voice services, and long distance billing,” said Robert Burden, packetPointe Communications Marketing Director. “Maverik is a good example of how packetPointe has established itself as a single source solution provider with nationwide deployment and on-site support capabilities.”

### **Increased Speed and Efficiency**

With the DIRECWAY service, credit card transaction times are significantly reduced, with credit card purchases authorized in four-to-five seconds, down from the minimum of 20 seconds that it previously took. As a result, Maverik has seen a significant decrease in customer wait time and, more importantly, an increase in customer traffic.

“DIRECWAY provides customers with a quality service that not only meets their needs, but also provides a single, cost-effective enterprise-wide solution,” said Ken Cohen, assistant vice president of vertical marketing at HNS. “New levels of our traditional markets are now adopting DIRECWAY services. Technology once bought almost exclusively by Fortune 500 companies, is now part of the business arsenal of an ever increasing number of companies.”

### **About Maverik**

**Maverik Country Stores, Inc.** operates about 170 convenience stores in seven western states in the US, including Arizona, Colorado, Idaho, and Montana, Utah and Wyoming. Corporate offices in Salt Lake City, UT and Afton, WY. Maverik represents the area’s largest independent gasoline marketer.

### **About packetPointe Communications**

packetPointe provides fuel retailers and c-store operators with reliable, high-speed data and voice networks. In addition, packetPointe supplies the products that enable customers to connect their point-of-sale systems, convert serial devices to IP, remotely interface with back office servers, remotely manage fuel inventory by accessing automatic tank gauge devices (ATGs), integrate with ATM machines, retrieve information from onsite security systems, and interface with a number of other critical systems that are exclusive to the convenience store environment. For more information, visit [www.packetpointe.com](http://www.packetpointe.com).

### **About Hughes Network Systems**

Hughes Network Systems, Inc. (HNS), a wholly owned subsidiary of The DIRECTV Group, Inc., is the world’s leading provider of broadband satellite network solutions for businesses and consumers, with more than 800,000 systems ordered or shipped to customers in 85 countries. HNS pioneered the development of high-speed satellite Internet access services, which it markets globally under the DIRECWAY brand. Headquartered outside Washington, D.C., in Germantown, Maryland, USA, HNS maintains sales and support offices worldwide. The DIRECTV Group, Inc. (NYSE:DTV) is 34 percent owned by Fox Entertainment Group, which is approximately 82 percent owned by News Corporation Ltd. For additional information, please visit [www.hns.com](http://www.hns.com).

###