



Pegasus Satellite Television
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For Immediate Release

500,000 AND GROWING PEGASUS IS ONE POWERFUL PROVIDER

MARLBOROUGH, MA (April 30, 1999) – Pegasus Satellite Television reached a significant milestone today - Mitchell White became its 500,000th subscriber, adding yet another notch to the belt of the largest independent provider of DIRECTV in the United States.

"It's been an incredible year for us," said John Di Dio, Senior Vice President of Pegasus Satellite Television, which is headquartered in Marlborough, MA. "Sales have just been extraordinary. We have a great team of people at Pegasus who are truly committed to our customers, our dealers and our product and I think consumers see that and respond to that."

Indeed, the numbers tell the story. Pegasus, which provides DIRECTV programming to select rural areas throughout in the United States, reaches some five million homes in 36 states. In quarter one alone, Pegasus activated 34,472 net subscribers. The activation of its 500,000th subscriber only solidifies Pegasus' position in the satellite industry.

"We're already looking to the next milestone," said Di Dio. Pegasus attributes much of its success to its solid network of dealers across the country, its successful marketing promotions and the quality of the DIRECTV product. Only Pegasus and DIRECTV offer more than 175 channels, including the most popular cable networks, commercial-free movie channels, specialty sports networks, pay per view movies and commercial-free audio music channels. Subscribers can also get sports subscriptions like NFL SUNDAY TICKET™, which offers up to 13 pro football games every Sunday, and isn't available on cable or any other mini-dish system. That's what enticed White. DIRECTV was his first choice all along. "I saw it in the paper and I've been talking to some friends that have it," said White, a retired businessman from Brundidge, AL.

To celebrate the benchmark of its 500,000th subscriber, Pegasus awarded White with a brand new 27" television and \$500 worth of free programming. When asked how he planned to celebrate, White's wife immediately jumped into the conversation to add, "Take me out to dinner!"

"It's been a great day for me," said White, who plans to replace the eight-year-old television set in his living room with the new big screen TV. "I tell you, I'm going to jump through the roof."

White wasn't the only excited winner. Smith Entertainment Services in Brundidge, AL received \$500 for selling the winning system to White. "I've never won anything ever my whole life," said Gene Smith, who owns and operates Smith Entertainment Services, which has been in business for three years and just recently signed on as a Pegasus Authorized Dealer three months ago. Already, Smith has been impressed with Pegasus' commitment to its dealers, especially the personal attention he receives from field sales. "I've been excited ever since I joined," said Smith, who plans to open another store within a month.

Established in 1994, Pegasus Satellite Television is a wholly owned subsidiary of Pegasus Communications Corporation. Pegasus Communications Corporation is one of the fastest growing media companies in the United States. In DBS, Pegasus Satellite Television is the largest independent provider of DIRECTV now serving 500,000 DBS subscribers in 36 states, after giving effect to pending acquisitions. In TV, Pegasus Broadcast Television operates and/or programs ten TV stations affiliated with FOX, UPN and the WB, giving effect to the pending launch of one TV station. Pegasus also operates a cable system in Puerto Rico. This press release contains information about pending transactions, and there can be no assurance that these transactions will be completed.