



SBCA Recognizes Satellite Industry Executives With Lifetime Achievement Award

In recognition of the Direct Broadcast Satellite (DBS) industry's 30th anniversary, the Satellite Broadcasting and Communications Association will be presenting lifetime achievement awards to Mike Wittrock, Chief Operating Officer of DIRECTV and Amir Ahmed, Executive Vice President of DISH Network.

"Since activating its first customer in 1994, the DBS industry has grown to be a nationwide powerhouse currently serving over 15 million households and businesses," stated Steve Hill, President of SBCA. "Amir and Mike have been involved since the beginning and their leadership has been instrumental in the growth and success of our industry. Their dedication and drive have helped create thousands careers for satellite professionals and delivered entertainment and sports to consumers and businesses throughout the country."

The awards will be presented Thursday, April 25, in Englewood Colorado, where industry executives and partners will celebrate the last 30 years of the DBS industry.

About SBCA

The Satellite Broadcasting and Communications Association is the national trade association representing the consumer satellite industry. SBCA provides industry advocacy for consumer access to the best satellite delivered services and assurance of its availability at a fair price. Additional information can be found at www.sbca.org.

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