

## FOR IMMEDIATE RELEASE

Judy Blake  
Hughes Network Systems, LLC  
(301) 601-7330  
[judy.blake@hughes.com](mailto:judy.blake@hughes.com)

Dan Tudesco  
Brodeur Partners  
(202) 775-2657  
[dtudesco@brodeur.com](mailto:dtudesco@brodeur.com)

### **Hughes Announces New Wi-Fi Solutions to Enhance Customer Experience and Improve Security**

*Solutions Provide Customers with High-Speed Wi-Fi Internet Access while Addressing Retailer PCI Security Requirements*

**Germantown, Md., June 23, 2010**—Hughes Network Systems, LLC (HUGHES), a worldwide leader in managed network solutions, today announced the availability of its new portfolio of Hughes Wi-Fi Solutions. Built on the capabilities of the Wi-Fi scanning solution announced earlier this year, Hughes Wi-Fi Solutions enable retailers to provide customers with convenient high-speed Wi-Fi Internet access using their smartphones or laptops, while ensuring security of personal information for PCI compliance.

The value of Wi-Fi is very evident in the quick-service restaurant (QSR) market, where customers will choose one brand over another in order to get Wi-Fi Internet access. According to the NPD Group, quick-service restaurant traffic declined 3 percent in 2009 compared to 2008, yet data shows Wi-Fi can help restaurants attract and retain customer traffic<sup>1</sup>. Hughes Wi-Fi Solutions ensure reliable, secure Internet access, while watching for unauthorized access points, managing customer usage, and providing a foundation for interaction with smart, mobile devices.

“Many restaurants, hotels, and c-stores have already implemented Wi-Fi access to attract customers, and now other industries, such as banks and hospitals, are starting to see the benefits of Wi-Fi as a way to improve customer service,” said Mike Tippets, vice president, Business Solutions Group at Hughes. “Hughes Wi-Fi Solutions is a fully managed offering, whereby customers enjoy reliable and secure Wi-Fi access, while employees can use wireless handheld POS devices to improve customer service. In addition, we’ve integrated our extensive digital media experience with the Wi-Fi offering to give businesses a channel for marketing, communicating, and better serving their guests.”

Hughes Wi-Fi Solutions cost-effectively enable companies to create a dynamic, interesting, and secure experience for their customers and guests. The comprehensive offering includes equipment, installation, field maintenance, call center support, and consulting services to help customers plan, brand, and deploy the service to their specifications. Additionally, it gives businesses enterprise-grade wireless connectivity for employees to use their mobile devices to access training materials and other job-related information.

**-More-**

<sup>1</sup> *Marketing Daily*, “NPD: Restaurant Traffic Down 3% In '09,” March 5, 2010

## **Hughes Wi-Fi Solutions Enhance Customer Experience and Improve Security, page 2**

To learn more about Hughes Wi-Fi Solutions, please call 1-866-569-5153 or email Hughes at [enterprise.hughes.com](mailto:enterprise.hughes.com).

### **About Hughes Network Systems**

Hughes Network Systems, LLC (HUGHES) is the global leader in providing broadband satellite networks and services for large enterprises, governments, small businesses, and consumers. HughesNet<sup>®</sup> encompasses all broadband solutions and managed services from Hughes, bridging the best of satellite and terrestrial technologies. Its broadband satellite products are based on global standards approved by the TIA, ETSI and ITU standards organizations, including IPoS/DVB-S2, RSM-A and GMR-1. To date, Hughes has shipped more than 2.2 million systems to customers in over 100 countries.

Headquartered outside Washington, D.C., in Germantown, Maryland, USA, Hughes maintains sales and support offices worldwide. Hughes is a wholly owned subsidiary of Hughes Communications, Inc. (NASDAQ: HUGH). For additional information, please visit [www.hughes.com](http://www.hughes.com).

###

©2010 Hughes Network Systems, LLC. Hughes and HughesNet are registered trademarks of Hughes Network Systems, LLC.