



RICHARD DALBELLO JOINS SATELLITE INDUSTRY ASSOCIATION AS EXECUTIVE DIRECTOR

ALEXANDRIA, VA, June 29, 2001 – The Satellite Broadcasting and Communications Association (SBCA), and its sister-organization, the Satellite Industry Association (SIA), today announced Richard DalBello as executive director of the SIA. DalBello, currently general counsel at Spotcast Communications, Inc., a global provider of mobile marketing solutions for hand-held wireless devices, will join SIA on July 1, 2001.

“We are very pleased to have Richard joining the SBCA/SIA team, he brings many years of telecommunications experience to the table,” said SBCA President Chuck Hewitt. “As the activities of our combined memberships continue to converge, the need for symmetry between the organizations has never been greater. Clay Mowry has made huge strides during his tenure as SIA’s executive director and Richard’s strong understanding of the issues facing our industry will be a huge asset as we continue to build the influence and recognition of our two groups.”

Richard joined Spotcast in January 2000, with over 15 years experience in the space and communication fields. As lead in-house counsel for Spotcast, Richard was responsible for general corporate and business law issues, securities compliance, management of the company’s patent and trademark portfolio, and development and implementation of the company’s “consumer privacy” policy.

“With all of the changes taking place throughout the telecommunications industry, especially in satellite, I’m truly excited about this opportunity with the SIA,” said incoming SIA Executive Director Richard DalBello. “The issues of spectrum scarcity and export control, and the deployment of new services via satellite promise to impact our businesses for many years to come. It is imperative that the industry work to ensure that the interests of satellite companies, and satellite users, are well represented on both the legislative and regulatory fronts.”

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Prior to joining Spotcast, Richard was Vice President of Government Affairs, North America for ICO Global Communications, a global provider of mobile satellite communications services. While at ICO, Richard was responsible for establishing the company's North American office and leading the company's government relations effort in the U.S. and Canada. Key responsibilities included working with the FCC, Congress, and the White House to manage the transition of frequency spectrum from incumbent terrestrial users to ICO and ensuring passage of legislation providing ICO access to the U.S. and Canadian markets.

Before joining ICO, Richard served as the Assistant Director for Aeronautics and Space in the White House Office of Science and Technology Policy (OSTP). As Assistant Director, Richard played a lead role in the Administration's efforts on the privatization of Intelsat and Inmarsat, developed the Administration's policies on next generation launch technologies and the commercial use of the Global Positioning System, and led the U.S. government working group in the international negotiations to restructure the Space Station.

Prior to joining the White House, Richard held senior positions at NASA and the Department of Commerce. Richard holds an LLM from McGill University, a J.D. from the University of San Francisco, and a BA from the University of Illinois.