



JUST THE FACTS ABOUT DIRECTV

TECHNOLOGY THAT'S SHARPER, BRIGHTER, CRISPER AND EASIER TO USE

DIRECTV is the world's most popular video service, dedicated to providing the best TV entertainment experience available. Customers have access to hundreds of channels of digitally-delivered entertainment, sports, news, family and informational programming.

ENTERTAINMENT PROGRAMMING & SERVICES

DIRECTV® HD Programming — DIRECTV currently offers access to 160 channels in HD – more quality national HD channels than any other television provider in the nation – with the highest-quality picture and the most movies available in Blu-ray-quality 1080p HD. In addition to the national HD channels, DIRECTV also offers local HD channels in 145 markets, representing more than 93 percent of U.S. TV households.

MAJOR ENTERTAINMENT NETWORKS — More than 135 popular channels, such as Fox News Channel, ESPN, TNT, USA Network, Discovery Channel, MTV, Lifetime, Nickelodeon/Nick at Nite and Disney Channel.

PREMIUM MOVIE CHANNELS — 40 premium channels including 9 HBO®, HBO Latino®, 15 Starz® Super Pack, 13 SHOWTIME UNLIMITED® and 3 Cinemax® (by subscription).

LOCAL CHANNELS — DIRECTV offers local broadcast network channels via satellite to 161 metropolitan markets across the country, representing nearly 96 percent of U.S. TV households*. Eligibility for local channels is based on service address.

ADVANCED TECHNOLOGIES — DIRECTV is a leader in new technology, delivering advanced digital video recording products and services.

*Not all networks available in all markets and receipt of local channels in some markets requires a DIRECTV Multi-Satellite System.



EQUIPMENT

DIRECTV® HD DVR PRO

The DIRECTV HD DVR Pro is the ultimate in high-end home theater equipment for taking full advantage of DIRECTV HD. The DIRECTV HD DVR Pro: allows customers to record up to 400 hours of standard-definition programming and up to 100 hours of (MPEG-4) HD programming; is broadband and Ethernet-enabled; provides an optical HDMI, which allows up to 200 meters between the HDTV and the receiver; has multiple control options, and much more. The DIRECTV Plus® HD DVR enables customers to record more than 50 hours of DIRECTV® HD programming delivered in MPEG-4, or up to 200 hours of standard-definition programming. In addition, a customer can record two different programs, as well as watch a pre-recorded program — all at the same time.

WHOLE-HOME DVR SERVICE

In 2010, DIRECTV launched the Whole-Home DVR service, which allows customers to record and watch their favorite shows in HD from any room — with a single HD DVR. This new service also enables customers to operate DVR controls in every room, including record, delete, pause and rewind functionality, manage DVR playlists from any connected room, and set separate Parental Controls for each TV.

DIRECTV CINEMA ON DEMAND

DIRECTV CINEMA™ On Demand enables customers with a DIRECTV Plus® HD DVR or R22 model DVR to search through more than 6,000 on demand titles and download programming of their choice from the DIRECTV CINEMA On Demand library to their DVRs, to enjoy whenever they want. The service offers one of the most easy-to-use on demand interfaces on television, with unique features that make navigating through titles simple and quick, including customized programmer homepages, remote Internet scheduling, thousands of free titles and expanded Pay Per View titles.

3D

As a pioneer in digital and HD television technology, DIRECTV continues to lead the TV industry into a new dimension: 3D. DIRECTV is dominating the 3D landscape as the first provider to deliver compelling 3D content across three dedicated channels: n3D™ powered by Panasonic (Channel 103), DIRECTV CINEMA™ in 3D (Channel 104) and DIRECTV on DEMAND in 3D (Channel 105). DIRECTV was also the first provider to debut ESPN 3D (Channel 106). With Panasonic, its exclusive presenting 3D sponsor, DIRECTV is delivering movies, sports and entertainment content from some of the world's most renowned 3D producers and leveraging current relationships with programming partners and movie studios to acquire new and existing 3D content.

DVR SCHEDULER/MOBILE APPS

With DIRECTV's DVR Scheduler, customers no longer need to be at home to program their DIRECTV® DVR. This easy-to-use feature will let customers browse the 14-day Advanced Program Guide® and set their home DVR with any computer or through a mobile phone with DIRECTV's mobile apps.



DIRECTV® ORIGINAL PROGRAMMING

DIRECTV's The 101® Network is the destination for original content exclusive to DIRECTV customers. The 101 delivers critically acclaimed series and exclusive performances by the hottest musical artists, sneak peeks of popular shows like *The Wire* and *Brotherhood* from premium programmers like SHOWTIME®, Starz® and HBO®, as well as additional programs including:

DAMAGES

DIRECTV and Sony Pictures Television will team up to bring the award-winning *DAMAGES*, starring Glenn Close and Rose Byrne, back with brand new episodes to be produced early next year and debuting exclusively on DIRECTV. Emmy® winner Glenn Close, Emmy® nominee Rose Byrne and other principal cast members will return for the new episodes.

FRIDAY NIGHT LIGHTS

The Emmy® Award-winning series returns for its final season in October 2010 with new episodes airing first on DIRECTV.

THE DAN PATRICK SHOW

Dan Patrick, a seasoned sports journalist and radio host, brings his trademark wit and commentary to TV with a brand new live talk show. Get the latest sports news directly from the source with top players, coaches, and sports commentators talking with Dan every day, exclusively on The 101 Network, only on DIRECTV.

SUPREME COURT OF COMEDY

Justice runs amok when comedy holds court in this wild new original series. The honorable — and hysterical — Judge Dom Irrera presides as real-life disputes are defended by America's top comedians. Every episode is completely unscripted and totally unpredictable. When the jesters are in charge of the justice system, you can count on the verdicts being hilarious — and surprisingly just.

DIGITAL-QUALITY MUSIC

Enjoy America's Largest Playlist. DIRECTV and SonicTap provide up to 84 interruption-free channels of music (depending on your DIRECTV® programming package), with a wide array of genres and formats.

DIRECTV MÁS™

DIRECTV Más offers the widest array of Spanish- and English-language programming available and the latest satellite technology, all combined to provide viewers with digital-quality picture and sound at competitive prices. The service provides access to more than 60 channels in Spanish*, including top programming from Mexico, Central and South America, Puerto Rico, the Dominican Republic and Spain. DIRECTV Más programming offers sports, movies, music, news and educational networks, and access to more than 235 English-language channels of DIRECTV® programming, featuring the largest selection of Pay Per View choices and sports programming available.

DIRECTV INTERNATIONAL PROGRAMMING

DIRECTV's International programming platform currently offers 130 channels that deliver a wide variety of programming in multiple foreign-languages, including Spanish, Russian, Hindi, Telugu, Tamil, Bengali, Mandarin, Cantonese, Vietnamese, Tagalog, Korean, and Greek, to emerging ethnic markets throughout the United States.

*Includes English-language broadcast channels with alternate Spanish-language audio.



SPORTS SUBSCRIPTIONS

DIRECTV offers access to more than 4,000 professional and collegiate games — more than any broadcast service in the U.S. — including games not available on cable or any other digital TV service:

NFL SUNDAY TICKET™

Only from DIRECTV, the biggest selection of NFL Games — up to 14 games each week during the regular season†. NFL SUNDAY TICKET™ features every game in HD, NFL SUNDAY TICKET™ Game Mix, NFL SUNDAY TICKET™ RED ZONE CHANNEL® and NFL SUNDAY TICKET™ Short Cuts. In addition, NFL SUNDAY TICKET™ To-Go allows fans to watch every game, every Sunday no matter where they are — on a Smartphone, iPad or computer.

NASCAR HOTPASS™

A DIRECTV exclusive — NASCAR HotPass™ is available only on DIRECTV and is now free to all DIRECTV customers. Now everyone can experience every turn, every lap, every checkered flag of the Sprint Cup Series™ With four dedicated driver channels — all available in HD — NASCAR HotPass™ puts customers right in the middle of the action, from the driver's seat to under the hood.

NBA LEAGUE PASS

Up to 40 regular-season NBA games a week from outside your local area†.

NHL® CENTER ICE®

Up to 40 regular-season NHL games a week from outside your local area†, many in HD. Dual feeds showing home and away team broadcasts available.

MLB EXTRA INNINGS®

Up to 80 out-of-market regular-season Major League Baseball® games a week†. MLB EXTRA INNINGS® offers up to 40 HD games a week and up to 8 games on one screen with Game Mix.

ESPN GAMEPLAN

Up to 12 college football games from top conferences each Saturday† during the regular season.

ESPN FULL COURT

Up to 30 top college basketball games each week†, including select tournament games from around the country during the regular season.

MLS DIRECT KICK™

Major League Soccer matchups from around the league, including select playoff games.

FOX SOCCER PLUS

The best international soccer and rugby from elite leagues, including UEFA Champions League, Barclays Premier League and Magners League.

CRICKETTICKET™

An exclusive from DIRECTV, 200 days of LIVE international cricket matches from eight of the 11 test playing countries.

Blackout restrictions and other conditions apply to sports programming. All programming and pricing subject to change.

†Actual number of games varies by market due to blackout rules and other conditions.



DIRECTV® SYSTEM

The DIRECTV System features a digital receiver, remote control and an 18" Dual LNB Satellite Dish, 20" Multi-Satellite Dish, 32" x 22.5" Slimline Ka/Ku-band Dish, or a 36" International Services Satellite Dish. DIRECTV's advanced satellite digital receivers include the DIRECTV Plus® DVR, DIRECTV® HD DVR Pro, DIRECTV Plus® HD DVR and the DIRECTV® HD Receiver. An interactive on-screen guide allows customers to scan programming options and purchase Pay Per View movies and events with their remote control. The DIRECTV Receiver must be continuously connected to a land-based phone line to order programming using the remote control.

SALES AND INSTALLATION

- Customers can sign up for DIRECTV by calling 1-800-DIRECTV or by logging on to directv.com
- The DIRECTV System can be installed in almost any outdoor location with a direct line of sight to the southern sky.
- DIRECTV customers can subscribe to DIRECTV® programming for a monthly rate comparable to or less than cable service*.

HEADQUARTERS

DIRECTV, Inc.

2230 East Imperial Hwy.

El Segundo, CA 90245

1-800-DIRECTV (Customer Service)

directv.com

FOR PRICING INFORMATION, VISIT DIRECTV.COM

*All programming and pricing subject to change.



DIRECTV TIMELINE

- **June 17 1994: DIRECTV Service Launches. The first DIRECTV® System is sold to LeMoine Martin at Cowboy Maloney's in Jackson, Mississippi.**
- **February 1995:** Galaxy Latin America partnership forms. Company is renamed DIRECTV Latin America in 2000.
- **October 1995:** DIRECTV receives its first technical Emmy® Award for its outstanding achievement in developing digital direct broadcast satellite technology.
- **November 1995:** The 1 millionth DIRECTV customer is activated.
- **July 1998:** DIRECTV becomes the first national broadcaster to deliver programming with 5.1 channel Dolby® Digital surround sound.
- **October 1998:** DIRECTV is first to broadcast coast-to-coast HD television demonstration.
- **April 1999:** Acquired PRIMESTAR Medium-power Satellite TV Business.
- **May 1999:** Merged with U.S. Satellite Broadcasting Company, Inc., provider of premium movie channels.
- **September 1999:** Launched DIRECTV PARA TODOS® service.
- **November 1999:** Local channels launch for the first time.
- **July 2001:** The 10 millionth customer is activated.
- **December 2003:** Hughes Electronics is spun-off from General Motors and becomes an asset-based stock when News Corp purchases 34 percent of Hughes.
- **March 2004:** Hughes Electronics, DIRECTV's parent company, announces it will change its name to The DIRECTV Group.
- **September 2004:** DIRECTV receives its first Primetime Emmy® Award for Outstanding Achievement in Interactive Television for its enhanced NFL SUNDAY TICKET™ programming.
- **November 2005:** The 15 millionth DIRECTV customer is activated.
- **June 2006:** DIRECTV's The 101® Network launches.
- **August 2006:** The merger between SKY Brazil and DIRECTV Brazil is complete, forming a company that accounts for one-third of all pay-TV subscribers in the country at the time.
- **September 2007:** DIRECTV breaks away from the competition by launching 21 national HD channels. Today, DIRECTV offers 160 national HD channels.
- **2008:** DIRECTV's The 101 Network changed the television landscape by partnering with NBC to produce and air three additional seasons of the Emmy® Award-winning series, Friday Night Lights.
- **January 2008:** DIRECTV® DVR Scheduler debuts, offering customers the ability to schedule DVR recordings from their mobile phone or computer.
- **February 2008:** Liberty Media Acquires 41 percent of The DIRECTV Group from News Corp.
- **February 2008:** DIRECTV Latin America reaches the five million customer milestone.
- **June 2008:** DIRECTV on DEMAND becomes available to customers nationwide.
- **March 2009:** The DIRECTV DVR Scheduler App for the Apple iPhone® and iPod touch is launched, immediately becoming one of the most popular Apps.
- **Summer, 2009:** The Dan Patrick Show, a TV show based on Dan Patrick's nationally syndicated radio show on ESPN Radio, debuts on The 101 Network.
- **June 2009:** DIRECTV celebrates 15 years of service.
- **November 2009:** Completion of transactions with Liberty Media that result in DIRECTV being an independent entity with no corporate parent stockholder. The DIRECTV Group changes its name to DIRECTV.
- **June 2010:** DIRECTV launches 3D platform in partnership with Panasonic.
- **June 2010:** DIRECTV® Whole-Home DVR service launches nationwide.
- **July 2010:** DIRECTV announces that the critically acclaimed show, Damages, will move to and air exclusively on DIRECTV's The 101 Network.



DIRECTV FACTS

DIRECTV delivers service to 26.3 million customers in the U.S. and Latin America.

- Total number of DIRECTV employees: Approximately 16,400
- DIRECTV's 18,000 customer care agents take more than 120 million calls a year from a total of 35 customer care centers (both partner sites and owned-and-operated).
- DIRECTV's six owned-and-operated customer care centers are located in:
 - Boise, Idaho
 - Denver, Colorado
 - Huntington, West Virginia
 - Huntsville, Alabama
 - Missoula, Montana
 - Tulsa, Oklahoma
- DIRECTV currently provides programming to more than 300,000 commercial establishments across the country, including hotels, bars, restaurants, sports clubs, universities, stadiums, waiting rooms, salons and airplanes.
- DIRECTV is the largest provider of satellite TV service to hotels.
- DIRECTV is available on JetBlue, Continental and Frontier flights.
- A total of 14,000 service technicians install and service DIRECTV customers.
- A fleet of 12,000 vehicles with the DIRECTV "wrap" are used by service technicians to get to each customer's home.
- Each of the eight antennas at the Castle Rock Broadcast Center beam up 600 megabits of information per second. That's 518,400,000 megabits per day. Each antenna has 1,250 nuts and bolts holding it together
- DIRECTV broadcasts 25,000 channels (including national and local channels) each day.
- DIRECTV currently owns a fleet of 11 satellites that are in geosynchronous orbit, 22,500 miles above the Earth.

©2010 DIRECTV, Inc. DIRECTV and the Cyclone Design logo are registered trademarks of DIRECTV, Inc. All other trademarks and service marks are property of their respective owners. Updated September 2010