



History en espaAol(TM) Joins DIRECTV Mas(R)

Distribution Deal Brings History en espaAol to New Viewers Nationwide

NEW YORK & EL SEGUNDO, Calif., Oct 29, 2008 (BUSINESS WIRE) -- DIRECTV, Inc. (NASDAQ:DTV), the nation's leading satellite television service provider, has launched History en espaAol(TM) on DIRECTV Mas, DIRECTV's Spanish and English-language programming service. History en espaAol(TM) combines programming from the U.S. and Latin America highlighting Hispanic culture in Spanish, 24-hours a day.

The addition to DIRECTV Mas now makes History en espaAol available on all major distributors and brings the network's rich historically based programming to Hispanic customers nationwide.

"As the only cross-cultural network exclusively offering history to Latino audiences, History en espaAol brings a unique perspective to Spanish-language programming and to the overall television landscape. The network has rapidly become a 'must have' for U.S. Hispanic audiences," said Mark Garner, Vice President of Distribution and Business Development at A&E Television Networks. "We are pleased to extend our partnership with DIRECTV, one of the nation's premier satellite providers and a leader in offering quality Hispanic programming to customers."

"History en espaAol offers intelligent, thought-provoking entertainment," said John de Armas, vice president, WorldDirect, DIRECTV, Inc. "DIRECTV Mas is proud to partner with History en espaAol to continue to deliver quality educational content to Hispanics nationwide."

History en espaAol will offer DIRECTV Mas customers the best of the network's programming including such acclaimed documentaries as The Disappeared, Los Zafiros/The Sapphires, A Place Called Chiapas, Mexican Migration to the US, and the acclaimed series, Historia Secreta. In addition, the channel also brings innovative original programming and such popular series as History's Mysteries, Biography and Cold Case Files to subscribers.

For more information about History en espaAol and DIRECTV Mas packages on Ch. 443, call (866) 501 -- 1Mas (627) or visit www.directvmass.com.

ABOUT DIRECTV MAS

DIRECTV Mas(TM) 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 45* Spanish-language channels including top programming from Mexico, Central and South America, Puerto Rico, the Dominican Republic and Spain. DIRECTV Mas(TM) programming offers sports, movies, music, news and educational networks, and access to more than 230 English-language channels of DIRECTV(R) programming, featuring the largest selection of pay per view choices and sports programming available. For pricing please visit www.DIRECTVmas.com or call 1-866-501-1Mas (627).

About HISTORY EN ESPAA'OL(TM)

HISTORY EN ESPAA'OL(TM) is a 24-hour television network dedicated to the Spanish-speaking audience in the United States. It presents a wide range of Spanish-language programming that focuses on the great dramatic moments and events as well as the pivotal figures in history. HISTORY EN ESPAA'OL is one of four domestic television networks of the History brand. HISTORY EN ESPAA'OL has emerged as the new "must have" for distributors. The network is now available on Comcast, DIRECTV, Dish Network, Time Warner Cable, Charter, Cox, Cablevision, Verizon, AT&T and NCTC affiliated cable systems, representing more than 85 million subscribers. The channel's website is located at www.history.com/espanol.

SOURCE: DIRECTV

DIRECTV

Naomi Rodriguez, 310-964-4821

nkrodriguez@directv.com

or

HISTORY(TM)

Kathie Gordon, 212-210-1320

Kathie.gordon@aetn.com

or

Contacto en espaAol:

Magaly Morales, 954-240-9818

magaly@teamelevation.com

Copyright Business Wire 2008

News Provided by COMTEX