



## **DIRECTV Launches New 24/7 Filipino Women's Channel**

### **GMA Life TV Now Available on DIRECTV WorldDirect(TM) Programming Platform on Channel 2069**

EL SEGUNDO, Calif., Jan 21, 2009 (BUSINESS WIRE) -- DIRECTV, Inc., the nation's leading satellite TV service provider, is growing its WorldDirect(TM) programming platform with the addition of GMA Life TV, a channel fully dedicated to the life and style of Filipino women. GMA Life TV has an international platform with distribution in the Middle East, Australia, New Zealand and the Philippines. GMA Life TV is GMA Network's second international channel.

GMA Life TV delivers a variety of daytime and evening programming, tailored to fit the needs of Filipinas in the United States. During the day, GMA Life TV offers programming that focuses on culturally relevant health, beauty, nutrition and personal empowerment topics, and in the evening, entertainment with the best in Filipino drama available.

"The launch of GMA Life TV on the WorldDirect Platform allows us to deeply engage the Filipina audience in the U.S. while strengthening our commitment to providing the highest-quality programming," said John de Armas, vice president, WorldDirect, Inc. "Our goal is to help preserve cultural roots and native language by offering culturally relevant content and providing captivating lifestyle programming."

GMA Life TV's most popular programs and features include:

**The SWEET LIFE:** A daily magazine show that teaches viewers how to live in style. Learn how to make life easier, more fun and more creative with Do-It-Yourself projects. The Sweet Life is hosted by the sweet and alluring Lucy Torres Gomez.

**UNA KANG NAGING AKIN:** Una Kang Naging Akin is a remake of the 1991 blockbuster film under the direction of Laurice Guillen starring Sharon Cuneta, Gabby Concepcion and Dawn Zulueta. It brings to light the story of two women who fall in love with the same man in two exceptional occasions.

**CHEF TO GO:** Kitchen emergency? Let Chef Rob Pengson take care of it. He will shop, cook and give his 100 percent effort to fix the food problem that you have.

**DAY-OFF:** Hosted by Carmina Villaroel and Pekto, Day-Off gives hard-working Filipinos the opportunity to enjoy life outside the workplace and experience an unforgettable pampering during their leave - relaxing massages, out-of-town trips, sumptuous dining treats, and even make-overs! And all these without having to worry that their jobs are left unattended.

GMA Life TV is available on channel 2069 on DIRECTV's FilipinoDirect programming package, which is part of the WorldDirect (TM) programming platform and is tailored toward Tagalog-speaking audiences within the United States. WorldDirect(TM) customers must first subscribe to DIRECTV BASIC (\$9.99/mo) or any DIRECTV base programming package (\$29.99/mo or above). For more information on how to receive GMA Life TV customers should call 1-800-378-5191.

The DIRECTV WorldDirect(TM) platform has launched over 135 channels that deliver a wide variety of new programming in multiple foreign-languages, including Spanish, Russian, Hindi, Telugu, Tamil, Bengali, Mandarin, Cantonese, Vietnamese, Tagalog, Korean, Polish, Arabic, Portuguese and Greek, to emerging ethnic markets throughout the United States.

#### **About DIRECTV, Inc.**

DIRECTV, Inc. (NASDAQ:[DTV](#)), the nation's leading satellite television service provider, presents the finest television experience available to more than 17.3 million customers in the United States and is leading the HD revolution with more than 130 HD channels - more quality HD channels than any other television provider. Each day, DIRECTV subscribers enjoy access to over 265 channels of 100% digital picture and sound, exclusive programming, industry-leading customer satisfaction (which has surpassed all national cable companies for eight years running) and superior technologies that include advanced DVR and HD-DVR services and the most state-of-the-art interactive sports packages available anywhere. For the most up-to-date information on DIRECTV, please visit [directv.com](#).

## About GMA Life

GMA Network, Inc. is the leading free-to-air media broadcasting company in the Philippines. It is principally engaged in television and radio broadcasting, the production of television programs for domestic and international audiences and other related businesses. GMA reaches out to Filipinos across the globe through its first international channel, GMA Pinoy TV, and its second international channel, GMA Life TV. GMA Pinoy TV is available in the United States, Canada, Japan, Singapore, Guam, Saipan, Hong Kong, Australia, New Zealand, Papua New Guinea, the British Indian Ocean Territory of Diego Garcia, 16 countries in the Middle East, 11 countries in North Africa and 49 countries in Europe. GMA Life TV is available in the United States, Canada, Guam, Japan, Australia, New Zealand, Papua New Guinea, 16 countries in the Middle East, 11 countries in North Africa and in 49 countries in Europe.

SOURCE: DIRECTV, Inc.

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