



Dan Patrick Signs Up For New TV Show on DIRECTV

TV Series Based on the Life and Times of Dan Patrick to Make Its TV Debut This Summer Exclusively on The 101^(R) Network

EL SEGUNDO, Calif., Mar 16, 2009 (BUSINESS WIRE) -- Syndicated sports talk radio host Dan Patrick will bring his irreverent wit and wry humor to DIRECTV's The 101^(R) Network with a new, innovative TV show based on his nationally syndicated weekday radio program, *The Dan Patrick Show*.

The show will air live, from 9 a.m. to noon ET, Monday through Friday exclusively on The 101 Network, DIRECTV's original programming channel, beginning this summer. More than just a straight simulcast of the radio program, the new show will expand on the radio show format, using Patrick's trademark humor and interaction with his production staff to create a unique blend of situational comedy and sports radio commentary. More details about the production will be released at a later date. Patrick is slated to deliver 250 shows a year for the network.

"Dan is much taller and funnier in person and when he's not behind a desk," said Eric Shanks, executive vice president of Entertainment at DIRECTV. "You never know what Dan could do whenever he is left to his own devices but it sounds like it will be a twisted version of 'The Office' with some guests and sports commentary mixed in - at least that's what he is telling us anyway."

When asked about the new show, Patrick declined comment except to say, "I'm a natural for DIRECTV, I work best when you point me towards the southwesterly sky with an unobstructed view."

Patrick enjoyed a long career at ESPN as an anchor on *SportsCenter*, where he was memorably paired with Keith Olbermann, and also hosted *The Dan Patrick Show* on ESPN Radio. He left ESPN in August of 2007 and formed a partnership with The Content Factory, launching a new version of the *The Dan Patrick Show* that airs daily on FoxSports Radio, Sirius XM's *Sirius XM Sports Nation* and on his Web site DanPatrick.com. The show is also heard on more than 200 affiliate radio stations across the country. Patrick is also a senior writer at *Sports Illustrated* as well as a contributor to SI.com's *Fan Nation* and host of the magazine's *Sportsman of the Year* show. In September of last year he was reunited with Olbermann, joining NBC Sports as a co-host of the inaugural season of *Football Night in America*, a studio show that preceded NBC's broadcasts of NFL football.

About DIRECTV, Inc.

DIRECTV, Inc. (NASDAQ:[DTV](#) - [News](#)), the nation's leading satellite television service provider, presents the finest television experience available to more than 17.6 million customers in the United States and is leading the HD revolution with more than 130 HD channels. 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 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](#).

SOURCE: DIRECTV

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