



DIRECTV Continues Its "Championship" Season With The Wimbledon Experience

Now Available for All Eight Golf and Tennis Grand Slam Events, DIRECTV's Enhanced Platform Delivers Extra Live Channels, Unique Interactive Features, and Expansive HD Coverage

EL SEGUNDO, Calif., Jun 18, 2009 (BUSINESS WIRE) -- DIRECTV has rounded out its unparalleled enhanced sports programming services to now include all eight of golf and tennis' major championships, including tennis' upcoming and historic, Wimbledon Championships, beginning June 22.

Integrating its signature "Experience" format with ESPN2's national coverage of Wimbledon, DIRECTV will offer a significantly expanded and enhanced Wimbledon viewing experience, featuring its popular six-screens-in-one Mix Channel and a host of other interactive features during the first six days of the tournament. The Wimbledon Experience on DIRECTV delivers more coverage than last year, interactive services, the Mix Channel and five dedicated court channels all in crystal clear HD.

"With the addition of the Wimbledon Championships, we have now reached our goal of offering an enhanced experience for all eight golf and tennis 'majors,' enabling us to deliver our own 'Grand Slam' to our customers," said Eric Shanks, executive vice president, DIRECTV Entertainment. "DIRECTV subscribers have come to expect the best sports viewing experience available and we will continue to push the boundaries of technology to deliver a sports programming platform that is unrivaled in the industry."

The Mix Channel will offer ESPN2's national broadcast and five live court channels, all on a single screen. Viewers can select any of the six broadcasts to watch full screen. Each channel will feature natural sound and commentary from tennis experts and former touring pros. An interactive application menu will be available on each event channel via the red button on the remote. Features include:

- **Match Guide** - provides a convenient view of the score of the current match on each court channel
- **Recent Results** - offers real-time scoring of in-progress, completed and upcoming singles matches
- **Women's Draw and Men's Draw** - provides the complete draw from first to final round, along with scores

For more details on the application and its features, visit directv.com/wimbledon. Wimbledon coverage airs on channels 701-707 on each of the first six days of the tournament starting at 7 a.m. (ET) Monday - Friday, and at 8 a.m. Saturday.

About DIRECTV, Inc.

DIRECTV, Inc. (NASDAQ:[DTV](http://www.directv.com)), the nation's No. 1 satellite television service, presents the finest television experience available to more than 18 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 nine 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

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