



National Geographic Channel Korea (NGCK) To Launch Exclusively on DIRECTV International

NGCK New Documentary Channel will Offer Programming in Science, Technology and Natural History with Adventure, Exploration and New Discoveries

EL SEGUNDO, Calif., Nov 17, 2009 (BUSINESS WIRE) -- DIRECTV, Inc., the nation's No. 1 satellite TV service, continues to grow its International programming platform with the exclusive addition of National Geographic Channel Korea (NGCK), distributed by Radio Korea Media Group. NGCK invites viewers to rethink the way they see the world through innovative programming in popular science, technology, natural history, archaeology and natural mysteries.

Available to DIRECTV International customers on Nov. 18, National Geographic Channel Korea offers the world-renowned National Geographic Channel (NGC) television dubbed in Korean, which is available in over 143 countries and seen in more than 160 million homes and 25 languages.

The channel is dedicated to understanding and protecting the world with its worldwide reputation of producing credible and authentic content that fits different viewers' interests. Its programming is smart, factual entertainment with explorations and new discoveries directly from the field with the goal of expanding the viewer's geographic awareness.

"With the launch of NGCK, DIRECTV will be the exclusive destination for viewers in the U.S Korean community who want to experience the adventure, education and exploration that this unique channel will deliver," said John de Armas, vice president, WorldDirect, Inc. "Our viewers will now have an opportunity to expand their geographic boundaries and discover new natural history and culture like never before."

Some of the most popular programs on NGCK include:

Wild Russia: Sprawling over 11 time zones and two continents from Europe to the Pacific, and beyond the magnificent cities of Moscow and St. Petersburg, this breathtaking six-part series uses stunning cinematography to chart dazzling natural wonders of unspoiled natural wilderness.

Perfect Weapon: In this brand new six-part series, two grown men take an array of awesome and terrifying weapons and pit them against each other in the cause of historic investigation. They investigate how the weapons are made, their efficiency and accuracy.

Is It Real?: There are those who believe in what is often dubbed the paranormal and those who believe in only that which can be proven with science. This series uncovers the truth and tales of sleepwalking murderers, stigmata, half sized humans and nighttime predators.

Air Crash Investigation (Disaster): A daily series about plane crashes and near-disasters from around the globe will be investigated in meticulous detail, providing a look into what went wrong and if they could have been prevented. These events have helped change aviation safety and brought about some of the most important standard regulations that we know today.

Megastructures (Engineering & Technology): A daily show that takes a look inside different mega structures with behind the scenes footage, the show depicts what it really takes to make these amazing miracles of modern engineering.

Built for the Kill (Wild World): From the jungle's biggest cats to the garden spider, Built for the Kill follows creatures that have learned to survive by outrunning or outwitting their prey with some of nature's cleverest and most deadly tools.

Beginning Nov. 18, NGCK will be available to U.S audiences on channel 2086, exclusively on DIRECTV's International programming package "KoreanDirect" for \$26.99 and on the "KoreanDirect Golf" package for \$31.99. International customers must first subscribe to DIRECTV BASIC (\$12.99/mo), PREFERRED CHOICE (\$35.99/mo) or any DIRECTV base programming package (\$29.99/mo or above). Customers can receive more information on NGCK or any programming packages by calling 1-866-739-0864.

DIRECTV offers seven Korean channels including National Geographic Channel Korea. The DIRECTV International platform has launched over 125 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, Portuguese and Greek, to emerging ethnic markets throughout the United States.

About DIRECTV

DIRECTV, Inc. (NASDAQ: DTV), the nation's No. 1 satellite television service, presents the finest television experience available to more than 18.4 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.

About NGCK

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About Radio Korea Media Group

Radio Korea Media Group is the leading Korean multimedia company in the US. Radio Korea Media Group operates radio (Radio Korea), television (RKTU), online (www.radiokorea.com) and business directory (RAKOTEL) business. Radio Korea is recognized as the largest and the most powerful media outside of Korea by the Korean government. Radio Korea (KMPC AM 1540) with its 20 years of broadcast history in the US consistently captures nearly 80% of Korean radio listenership in the Greater Los Angeles Area and its numerous Radio Korea affiliates throughout the US, including Radio Korea Hawaii (KHRA AM 1460), which is directly owned/operated by Radio Korea.

SOURCE: DIRECTV, Inc.

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