



DIRECTV and Pandora Create Ultimate In-Home Music Destination

DIRECTV Customers Can Now Create Pandora Personalized Radio Stations at No Additional Cost with DIRECTV's New 1080p HD Guide

EL SEGUNDO, Calif.--(BUSINESS WIRE)-- DIRECTV (NASDAQ: DTV), one of the world's leading providers of digital television entertainment services, and Pandora (NYSE: P), the leading personalized radio service, are now giving customers unlimited access to personalized radio stations that play only the music they love from the comfort of their homes. Customers can easily search for their favorite artists, songs or musical genres and create personalized radio stations by using DIRECTV's new 1080p HD Guide, one of the industry's most intuitive and sophisticated HD on-screen guides.

DIRECTV customers nationwide with connected HD DVR's can now access Pandora at no additional cost by pushing the "Menu" button on their DIRECTV Remote Controls and selecting the 'Extras' option. Customers will be asked to either create a new Pandora account online or to activate their existing Pandora account on their DIRECTV HD DVR. Once activated, Pandora will allow customers to easily create and listen to personalized radio stations, as well as play Pandora over the video that they are watching.

"We're thrilled that DIRECTV is making Pandora available to their customers," said Ian Geller, Pandora vice president of Business Development. "Close to 35 percent of all radio listening takes place in the home and Pandora delivered through the DIRECTV set-top box allows everyone in the family to easily access and enjoy music they love through their personalized radio stations."

"Pandora offers a unique service that has revolutionized the way people consume music from their favorite artists," said Tony Goncalves, senior vice president, Product Management, DIRECTV. "The addition of Pandora is just one of dozens of ways DIRECTV is enhancing our customers' overall viewing experience and giving them the most value for their money every month."

For additional information on Pandora's personalized radio service on DIRECTV, please visit DIRECTV.com/Pandora.

About DIRECTV

DIRECTV (NASDAQ: DTV) is one of the world's leading providers of digital television entertainment services delivering a premium video experience through state-of-the-art technology, unmatched programming and industry leading customer service to more than 32 million customers in the U.S. and Latin America. In the U.S., DIRECTV offers its more than 19.8 million customers access to more than 170 HD channels and Dolby-Digital® 5.1 theater-quality sound, access to exclusive sports programming such as NFL SUNDAY TICKET™, Emmy award winning technology and higher customer satisfaction than the leading cable companies for ten years running. DIRECTV Latin America, through its subsidiaries and affiliated companies in Brazil, Mexico, Argentina, Venezuela, Colombia, and other Latin American countries, leads the pay-TV category in technology, programming and service, delivering an unrivaled digital television experience to more than 12 million customers. DIRECTV sports and entertainment properties include three Regional Sports Networks (Northwest, Rocky Mountain and Pittsburgh) as well as a 60 percent interest in Game Show Network. For the most up-to-date information on DIRECTV, please visit www.directv.com.

About Pandora

Pandora gives people music they love anytime, anywhere, through connected devices. (OK, we've added comedy as well so we're also up for playing some jokes you'll love.) Personalized stations launch instantly with the input of a single "seed" — a favorite artist, song or genre. The Music Genome Project®, a deeply detailed, hand-built musical taxonomy, powers Pandora's personalization — using musicological "DNA" and constant listener feedback to craft personalized stations from a growing collection of hundreds of thousands of recordings. Tens of millions of people in the United States turn on Pandora to hear music they love.

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