



DIRECTV Debugs the Television Remote — Germ-Free HD Coming Soon to a Hotel Room Near You

DIRECTV Introduces 'Residential Experience' for Hotels — 10 Times More HD; Interactive Program Guide; Full Residential Lineup; First Anti-Microbial Remote Designed by DIRECTV for Lodging Industry

EL SEGUNDO, Calif.--(BUSINESS WIRE)-- DIRECTV, the world's largest pay-TV provider, is changing the way hotel guests experience their favorite movies, shows and news programs, all while removing the invisible germs usually found on TV remotes.

DIRECTV's innovative new Residential Experience for Hotels will transport the living room experience into the hotel room with more than 100 HD channels, an enhanced interactive program guide, the full residential programming lineup, and the first anti-microbial remote designed by DIRECTV specifically for the lodging and hospitality industry.

The DIRECTV Residential Experience for Hotels is currently testing in select properties across the country and will launch later this summer. The DIRECTV service delivers the programming to compact, easily hidden set-top boxes in each hotel room so that guests can enjoy the same great DIRECTV experience they get at home. Additional benefits of the system include:

- **Interactive program guide** — DIRECTV's co-branded interactive programming guide offers easy navigation and search functionality, just like at home. During testing, 96 percent of guests said it was easy to navigate the new DIRECTV Residential Experience guide.
- **Expanded HD channel offering** — Guests gain access to up to 10 times more of their favorite HD programming, with more than 100 HD channels including CNN, ESPN and HBO.
- **Simplified, germ-free remote** — Updated remote offers simple, intuitive design and the first anti-microbial remote designed by DIRECTV specifically for the lodging and hospitality industry.
- **No upfront equipment costs** — Cost-effective, scalable technology solutions to fit each property's unique needs.

"We understand consumers want the same programming diversity and ease-of-use they have at home while they're travelling, and DIRECTV's Residential Experience for Hotels will deliver those same features and benefits right into the hotel room," said Rod Keller, vice president of Commercial Sales for DIRECTV. "With approximately 20 percent of hotels currently offering HD service to their guests, we expect this new service to significantly expand the HD offering in this market with the added benefit of a sanitized remote."

DIRECTV's Residential Experience for Hotels will be introduced at the HITEC conference in Austin, Texas, which runs from June 20-23 at the Austin Convention Center. The service will be available to hoteliers across the country beginning later this summer.

DIRECTV's service for lodging and institutions provides guests with free-to-guest programming in hotels, motels, hospitals, dormitories and nursing homes with the choice of a package or an a la carte basis. DIRECTV's single-dish solution enables properties to install one mini-dish per rooftop, and if a property is already wired for video distribution, installation is that much easier. For more information on DIRECTV for hotels or other businesses, please visit directv.com/business.

About DIRECTV:

DIRECTV (NASDAQ: DTV) is the world's largest pay TV provider delivering the premiere video experience through state-of-the-art technology, unmatched programming and industry leading customer service to more than 29.4 million customers in the U.S. and Latin America. In the U.S., DIRECTV offers its 19.4 million customers access to more than 170 HD channels and Dolby-Digital® 5.1 theater-quality sound (when available), access to exclusive sports programming such as NFL SUNDAY TICKET™ award winning technology like its DIRECTV® DVR Scheduler 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 10 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 call 1-800-DIRECTV or visit directv.com.

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