



DIRECTV Remains Clear HD Leader with 130 HD Channels on Tap for Mid-August

DIRECTV Adding More Than 30 New HD Channels and is First to Offer All HD Programming in MPEG-4 AVC and Dolby Digital; Will Offer HD Movies in 1080p Later This Year

EL SEGUNDO, Calif., Jul 28, 2008 (BUSINESS WIRE) -- DIRECTV, the nation's leading satellite television service provider, continues to dominate the HD landscape by delivering significantly more quality national HD channels than any other television provider in the nation via the most advanced technology. Beginning August 14, DIRECTV will launch more than 30 additional HD channels, bringing the total HD channel lineup to 130.

DIRECTV will also transmit all of its HD programming in the MPEG-4 Advanced Video Coding standard, by the end of this month - the first to do so in the industry. All HD programming will also be available in the Dolby Digital audio format, and later this year, DIRECTV will begin offering movies in 1080p, the highest resolution format available for HD video enthusiasts and the same format used by Blu-Ray HD DVDs.

Among the new HD channels that DIRECTV will launch next month are Showtime Extreme HD, Showtime Showcase HD, Planet Green HD, ABC Family HD, additional DIRECTV HD pay per view channels and an additional 23 Regional Sports Networks (RSNs) in HD 24 hours a day.

"Despite all the sound and fury of confusing HD claims from our competitors, our customers understand that DIRECTV is the destination for the most compelling and complete lineup of HD content," said Derek Chang, executive vice president, Content Strategy and Development, DIRECTV, Inc. "Our message is clear - DIRECTV is the content leader, and our delivery of the best quality HD via the most advanced technology is one way we continue to dominate this category and offer our more than 17 million customers nationwide an unparalleled entertainment experience."

In addition to its full lineup of linear HD channels, DIRECTV continues to lead the industry with the most sports HD programming available, by broadcasting exclusive, interactive sports packages like NFL SUNDAY TICKET(TM), NCAA(R) MEGA MARCH MADNESS(TM) and NASCAR HOTPASS(TM) all in crystal-clear HD. DIRECTV will also continue to add HD content to its newly launched DIRECTV on Demand platform.

The full DIRECTV HD programming lineup, including the new channels, and details on receiving equipment needed for the new DIRECTV HD services, are available by calling 1-800-DIRECTV or visiting directv.com.

With the DIRECTV 11 satellite now part of the fleet and the launch of the DIRECTV 12 satellite next year, DIRECTV will have the capacity to deliver 200 national HD channels and 1,500 local HD and digital channels in addition to new advanced programming services for customers nationwide.

About DIRECTV, Inc.

DIRECTV, Inc. (NASDAQ:DTV), the nation's leading satellite television service provider, presents the finest television experience available to more than 17 million customers in the United States and is leading the HD revolution with 95 national 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 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, Inc.

DIRECTV, Inc.

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