



DIRECTV to Offer HD Local Channels in 121 Markets by Year-End

With Launch of 44 New HD Markets More Than 88 Percent of U.S. Television Homes Will Have Access to Local HD Channels from DIRECTV

EL SEGUNDO, Calif., Jul 28, 2008 (BUSINESS WIRE) -- DIRECTV, Inc., the nation's leading satellite television service provider, continues to strengthen its HD presence with the addition of 44 new HD local channel markets. By the end of 2008, DIRECTV will provide local HD broadcast channels in 121 cities, representing more than 88 percent of U.S. TV households. DIRECTV will begin the rollout of the new HD local markets in August and continue through the end of the year. The new markets include:

- Augusta, Ga.
- Bangor, Maine
- Baton Rouge, La.
- Beaumont-Port Arthur, Texas
- Boise, Idaho
- Burlington, Vt.-Plattsburgh, N.Y.
- Butte-Bozeman, Mont.
- Champaign-Springfield-Decatur, Ill.
- Charleston, S.C.
- Chattanooga, Tenn.
- Colorado Springs-Pueblo, Colo.
- Columbia-Jefferson City, Mo.
- Davenport, Iowa-Rock Island, Ill., Moline, Ill.
- Dayton, Ohio
- Des Moines-Ames, Iowa
- Dothan, Ala.
- El Paso, Texas
- Evansville, Ind.
- Fort Smith, Ark.
- Fort Wayne, Ind.
- Greenville-New Bern-Washington, N.C.
- Harlingen-Brownsville, Texas
- Harrisonburg, Va.
- La Crosse-Eau Claire, Wis.
- Little Rock-Pine Bluff, Ark.
- Lincoln-Hastings, Neb.
- Macon, Ga.
- Mobile AL-Pensacola, Fla.
- Myrtle Beach-Florence, S.C.
- Norfolk-Newport News, Va.
- Palm Springs, Calif.
- Peoria-Bloomington, Ill.
- Richmond-Petersburg, Va.
- Rockford, Ill.
- Rochester, N.Y.
- Savannah, Ga.
- Sioux Falls, S.D.
- South Bend-Elkhart, Ind.
- Springfield-Holyoke, Mass.
- Syracuse, N.Y.
- Tallahassee, Fla.
- Toledo, Ohio
- Traverse City-Cadillac, Mich.
- Youngstown, Ohio

"With the rollout of 44 new HD local markets, DIRECTV continues to strengthen its position as the leading provider of quality HD programming among cable and satellite competitors nationwide," said Derek Chang, executive vice president, Content Strategy and Development, DIRECTV, Inc. "Our DIRECTV 11 satellite has recently begun operations and significantly expands our capacity for more national and local HD channels. And as we have with the SuperFan(R) service for MLB EXTRA INNINGS(R) and NFL SUNDAY TICKET(TM) and our multi-screen coverage of US Open golf, we will continue to use HD to enhance our unique interactive services to provide our customers with more of what they want and expect from us - the best television experience available."

DIRECTV will deliver HD programming from the primary broadcast networks - ABC, CBS, Fox and NBC - where available and authorized, to customers who subscribe to any TOTAL CHOICE(R) programming package that offers local channels. DIRECTV HD customers will continue to pay only a \$9.99 access fee, allowing them to receive DIRECTV's premier HD technology and all channels broadcast in HD that are tied to their particular base programming package.

Customers should visit directv.com to learn more about the full complement of DIRECTV's HD programming lineup including existing channels, new channels, details on equipment required for the new DIRECTV HD services and updates on when the new markets will launch.

With the DIRECTV 11 satellite just introduced to 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 - News), 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.

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