



DIRECTV DVR Scheduler iPhone(R) App Surpasses 1 Million Milestone Mark

DIRECTV's Popular DVR Scheduler App Now Available on Android Devices and the Palm^(R) Pre^(TM) and Pixi^(TM)

EL SEGUNDO, Calif., Feb 02, 2010 (BUSINESS WIRE) -- Less than one year after its debut for the iPhone^(R) and iPod touch^(R), more than 1 million users have downloaded the award-winning DIRECTV DVR Scheduler app. The wildly popular app is now available on Android devices and the Palm^(R) Pre^(TM) and Pixi^(TM).

In 2009, the DIRECTV DVR Scheduler app was named one of forbes.com's Best Branded Mobile Apps, Best Mobile Application by Mobile Excellence Awards and highlighted as one of Apple's Favorite Staff Picks.

DIRECTV has led the industry in the application of remote DVR scheduling technology, with more than 12 million recordings scheduled remotely to DIRECTV DVRs in 2009. Future versions of the application will offer the ability to order DIRECTV Cinema movies for mobile phone only households, content recommendations and ratings, and streaming of show and movie trailers.

"The success that the DVR Scheduler app has received in such a short amount of time has truly surpassed our expectations," said Eric Shanks, executive vice president of Entertainment for DIRECTV. "Based on the positive responses we received from Apple iPhone and iPod touch users, as well as industry experts, it is clear the DVR Scheduler app provides our customers with a convenience they need in a simple format that anyone can use. We will continue to enhance the application with even more features and benefits and are excited to expand this offering to additional mobile phone platforms."

The DIRECTV DVR Scheduler app, now being featured in a new national TV campaign, is the easiest and fastest way to program your home DVR to record any show right from your phone - no matter where you are. The application enables users to:

- Search for any television show up to 14 days in advance
- Browse programs by channel or date and time
- Get program information instantly, including description, length and rating
- Record a single episode or an entire series
- Program DIRECTV Cinema movies to be recorded and ready to watch anytime
- Record to any DIRECTV DVR in the home

DIRECTV customers can download the app for free from the App Store on the iPhone and iPod touch or at www.itunes.com/appstore/, on Android devices in the Android Marketplace and on the Palm^(R) Pre^(TM) and Pixi^(TM) in the Palm App Catalog. DIRECTV customers can also remotely schedule their home DVR from any computer by visiting directv.com/tvlistings, or cell phone via the m.directv.com mobile scheduler Website.

About DIRECTV, Inc.

DIRECTV (NASDAQ:DTV) is the world's most popular television service delivering state-of-the-art technology, unmatched programming, the most comprehensive sports packages available and industry leading customer service to its more than 24.5 million customers in the U.S. and Latin America. In the U.S., DIRECTV offers its 18.4 million customers the capacity for more than 200 HD channels in Dolby 5.1 theater-quality sound, access to exclusive sports programming such as NFL SUNDAY TICKET^(TM), award winning technology like its DIRECTV^(R) DVR Scheduler and higher customer satisfaction than the leading cable companies for nine 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 6.1 million customers. DIRECTV sports and

entertainment properties include three Regional Sports Networks (Northwest, Rocky Mountain and Pittsburgh) as well as a 65 percent interest in Game Show Network. For the most up-to-date information on DIRECTV, please call 1-800-DIRECTV or visit directv.com.

SOURCE: DIRECTV, Inc.

DIRECTV, Inc.
Jade Ekstedt, 310-964-3429
jlekstedt@directv.com

Copyright Business Wire 2010