



DIRECTV Adds V-me to Its Basic and Spanish Channel Line-up

America's fastest-growing Spanish Network Begins Airing on DIRECTV

Today; Adding 11 Million Homes to V-me's Distribution

NEW YORK & EL SEGUNDO, Calif.--Nov. 14, 2007--DIRECTV (NYSE: DTV) customers now have access to a new, high-quality Spanish-language network with the launch today of V-me.

V-me's unique blend of entertainment, public affairs and educational content - including the largest, most widely distributed daily block of pre-school programming on Spanish TV - is available at no additional cost to DIRECTV and DIRECTV MAS customers on channel 440. This addition to V-me's existing national carriage extends the new network's current reach to more than 36 million homes.

"V-me fills a real need and provides an important alternative for Spanish-speaking viewers across the U.S." said John De Armas, vice president, WorldDirect, DIRECTV, Inc. "DIRECTV is proud to add this new quality service to what is already the most comprehensive Spanish-language programming offer available nationwide."

"V-me is more than just engaging entertainment," said Carmen DiRienzo, President of V-me. "Our content is truly meaningful and offers a real service to the community. We are delighted that DIRECTV is making V-me available to its full subscriber base, providing the widest possible access to families everywhere."

V-me (pronounced "veh-meh") - is the first US Hispanic network developed by the Educational Broadcasting Corporation, which presents it to DIRECTV. Also presented locally via public TV stations across the country, V-me organizes its programming into four distinct areas:

V-me Kids

V-me's pre-school line-up offers over 35 hours per week of award-winning education-based entertainment that promotes and develops basic literacy & numeracy, story telling & vocabulary, social development & "pre-science" skills - delighting its young audience (and their caregivers) with shows such as Jim de la Luna, Las Tres Mellizas Bebes, Los Pies Magicos de Franny, Connie La Vaquita and Plaza Sesamo. V-me supports its programming with online resources for kids and parents.

V-me Lifestyle

V-me reflects the high interest among Latinos for informative and entertaining content in health, parenting, nutrition, travel, food, home design, self-improvement and sports. From V-me's original Aire Yoga production to the Peabody Award-winning daily parenting show, Los Ninos en Su Casa, to an afternoon block from The Food Network, V-me Lifestyle offers programs for every taste and interest.

V-me Factual & Current Affairs

V-me primetime presents a mix of intelligent entertainment and opinion, covering current affairs, history, science, biography and natural history. Two original series highlight the schedule: Viva Voz - a nightly interview program brings hosts, newsmakers and celebrities together in studio and on-location, for freewheeling discussions of stories and issues affecting society as a whole, with a unique Latino perspective. Estudio Billboard, a hip music/interview series developed with Billboard Magazine invites top Latin artists to reveal fresh insights into their lives, careers and musical influences. And, with guitars and piano nearby, they are always ready to express themselves with impromptu music performances.

V-me Movies & Specials

Today's Latin cinema constantly reveals new faces, voices, and images to Latinos and non-Latinos alike. V-me en Pantalla presents a contemporary Spanish-language film every night. And V-me's weekly entertainment specials highlight international concerts, and performances in the arts and pop culture.

For more information about V-me, visit www.VmeTV.com. To learn more about DIRECTV call 1-800-777-2454, or visit www.DIRECTV.com

About V-me

V-me is a new national network, partnered with public TV, which engages America's Latino families in Spanish with a lively mix of original and exclusive programs including: kids, lifestyle, nature, science, history, current affairs, music, arts, and nightly movies. The 24-hour network, with broadcast and digital carriage reaching one-third of all U.S. Hispanic TV households, is America's largest Spanish digital channel and the fastest out-of-the-box network in U.S. Hispanic media history. V-me is the first venture of the media production and distribution company, V-me Media Inc. To find out more visit www.VmeTV.com

About DIRECTV Mas(TM)

DIRECTV Mas(TM) offers the widest array of Spanish- and English-language programming available and the latest satellite technology, all combined to provide viewers with digital-quality picture and sound at competitive prices. The service provides access to more than 45* Spanish-language channels including top programming from Mexico, Central and South America, Puerto Rico, the Dominican Republic and Spain. DIRECTV Mas(TM) programming offers sports, movies, music, news and educational networks, and access to more than 250 English-language channels of DIRECTV(R) programming, featuring the largest selection of pay per view choices and sports programming available. For pricing please visit DIRECTVmas.com or call 1-866-363-1212.

About DIRECTV

DIRECTV, Inc., the nation's leading satellite television service provider, presents the finest television experience available to 16.6 million customers in the United States and is leading the HD revolution by offering more quality HD channels than any other television provider. Each day, DIRECTV subscribers enjoy access to over 250 channels of 100% digital picture and sound, exclusive programming, industry-leading customer satisfaction (which has surpassed cable for seven 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.

About Educational Broadcasting Corporation

Educational Broadcasting Corporation, headquartered in New York City, is the parent company of public broadcasters Thirteen/WNET and WLIW New York. Thirteen is America's most-watched public television station and WLIW21 has the third-largest public television audience in the nation. Both stations are major producers of programming for the Public Broadcasting Service (PBS) seen on public television stations across the country. In addition to its well-known analog channels, EBC is the provider of a number of digital public television services, including Thirteen HD, Kids Thirteen, V-me, WLIW World, WLIW Create, Thirteen On Demand, and Thirteen Kids On Demand. EBC also creates, manages and distributes a wide range of educational outreach and online programs, projects and services that extend the power and relevance of public television programming at the local, national and international levels.

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SOURCE: V-me and DIRECTV, Inc.