



## **DIRECTV is 'Home' for Central Americans in the U.S.**

### **Centroamerica TV Delivers Original Programming and Local Content from the Region's Highest-Rated Networks**

EL SEGUNDO, Calif.--Dec. 6, 2006--DIRECTV is providing Central Americans in the U.S. an open window to their cultures and traditions via Centroamerica TV (CATV), a 24-hour Spanish-language network that is now available exclusively to DIRECTV's Spanish-language programming customers.

Featuring the best programming directly from El Salvador, Honduras, Guatemala, Costa Rica, Nicaragua and Panama, CATV is available on DIRECTV(R) viewer channel 428 at no extra charge to customers who subscribe to the SELECCION EXTRA(TM) and above programming packages.

"This much-anticipated addition to our Spanish-language programming lineup will provide quality programming to the more than five million Central Americans living in the U.S. - an important segment of the Latino population that has been underserved," said Aaron McNally, vice president, International, DIRECTV, Inc. "Central Americans will recognize the TV shows on Centroamerica TV as the same programming they enjoyed in their home country and will no longer miss out on important news and popular weekend sports programming like national team soccer from Honduras, Guatemala and El Salvador."

Featuring news, sports and entertainment programming, CATV offers the highest-rated programs in the region and popular local content from providers like Canal 12 (El Salvador), Canal 11 (Honduras), Guatevision (Guatemala) and Teletica (Costa Rica).

"This is the answer for a big audience in need of select programming from Central America," said Roger Huguet, president of Media World, the company producing Centroamerica TV. "This programming is the result of extensive market research throughout the United States and years of experience working the Central American Television and sports rights in this country."

The channel was created to provide Central Americans living in the U.S. with a strong link to their home countries through informative and entertaining programming like top-rated morning shows such as "Hola El Salvador," "Viva La Manana" (Guatemala) and "Hable como Habla" (Honduras) - shows that are well-known throughout Central American communities in the U.S.

In the daytime block, the channel will feature the best soap operas in Central America, including "El Barrio," "La Pension" and "Sexto Sentido"; travel and traditions magazines that include "Este es El Salvador", "Cultura Guatemalteca" and "Paseo Hondureno."

Primetime shows feature live news programming including "Hechos" (El Salvador); "30 Minutos" (Honduras); "Noticiero Guatevision" (Guatemala); and "Telenoticias" (Costa Rica).

Weekend programming is designed for Central American sports fans with live soccer matches from Central America.

DIRECTV offers the widest array of Spanish- and English-language programming available, at affordable prices. The service provides access to more than 55 Spanish-language channels(a) including sports, movies, music, news and educational networks and 250 English-language channels of DIRECTV(R) programming, featuring the largest selection of pay-per-view choices and sports programming available. The SELECCION EXTRA(TM) package offers more than 65 channels - including more than 35 in Spanish(a) and 25 in English - for \$29.99 per month. For more pricing please visit [DIRECTV.com/paratodos](http://DIRECTV.com/paratodos).

(a)Includes English-Language broadcast channels with alternate Spanish audio

About DIRECTV, Inc.

DIRECTV, Inc., the nation's leading satellite television service provider, presents the finest television experience available to more than 15.6 million customers through exclusive content, industry-leading customer service (which has surpassed cable for

six years running) and superior technologies. Each day, DIRECTV subscribers enjoy over 250 channels of 100% digital picture and sound; exclusive programming and the most comprehensive collection of sports programming available anywhere including NFL SUNDAY TICKET(TM), and MLB EXTRA INNINGS(TM). DIRECTV (NYSE:DTV) also leads the digital television technology revolution with exclusives such as NFL SUNDAY TICKET SuperFan(TM), US Open Interactive and YES Network Interactive and will soon have the capacity to offer over 150 channels in HD. DIRECTV is approximately 39 percent owned by News Corporation. For the most up-to-date information on the Company, please visit [directv.com](http://directv.com).

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