



Paul Guyardo Named Chief Revenue & Marketing Officer

New Position Includes DIRECTV's National Ad Sales Group in Addition to Sales and Marketing

Keith Kazerman Promoted to Senior Vice President of Ad Sales

EL SEGUNDO, Calif.--(BUSINESS WIRE)-- DIRECTV, the world's leading provider of digital television entertainment services, announced today that Paul Guyardo, who currently leads the U.S. Sales and Marketing organizations, will expand his role to lead both traditional ad sales and DIRECTV's new addressable and digital platforms. With the added responsibilities, Guyardo will assume the new title of executive vice president, Chief Revenue & Marketing Officer of DIRECTV, LLC, and continue to report to Mike White, chairman, president and CEO of DIRECTV.

Guyardo joined the company in 2005 as executive vice president and Chief Marketing Officer. In 2007, he was promoted to his current position leading all sales & distribution channels in addition to marketing, branding/advertising, public relations pricing and packaging, directv.com, sports, premium channels and on-demand businesses, customer retention, consumer research & analytics and creative services. With the addition of Ad Sales, he now oversees all functions that drive the Company's \$22 billion in U.S. revenue.

"Ad Sales is a fantastic growth opportunity for DIRECTV," said White. "I'm confident that Paul and his team will be as successful at growing Ad Sales as they've been at driving profitable subscriber growth over the past seven years."

In related news, Keith Kazerman has been promoted to senior vice president of Ad Sales, reporting to Guyardo. Kazerman and his Ad Sales team will focus on successfully launching DIRECTV's addressable and digital platforms and furthering the company's interactive advertising efforts. Kazerman joined DIRECTV in 2005 and has been instrumental in building the company's business to what it is today.

"Now, DIRECTV is a terrific platform to deliver national, local and highly targeted advertising," said Guyardo. "I'm excited to have Keith and his team in place to make the most of this tremendous opportunity."

About DIRECTV:

DIRECTV (NASDAQ: DTV) is one of the world's leading providers of digital television entertainment services delivering a premium video experience through state-of-the-art technology, unmatched programming and industry leading customer service to 32 million customers in the U.S. and Latin America. In the U.S., DIRECTV, LLC offers its 19.9 million customers access to more than 170 HD channels and Dolby-Digital® 5.1 theater-quality sound, access to exclusive sports programming such as NFL SUNDAY TICKET™, Emmy award winning technology and higher customer satisfaction than the leading cable companies for 11 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 12 million customers. DIRECTV sports and entertainment properties include three Regional Sports Networks (Northwest, Rocky Mountain and Pittsburgh) as well as a 60 percent interest in Game Show Network. For the most up-to-date information on DIRECTV, please visit www.directv.com.

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