



DIRECTV Completes Golf's 'Grand Slam' With Expanded 2009 PGA Championship Coverage

DIRECTV's Exclusive Mix Channel Features TNT and CBS Broadcasts in HD Along with Interactive Services For a More In-depth Viewing Experience

EL SEGUNDO, Calif., Aug 10, 2009 (BUSINESS WIRE) -- DIRECTV will complete its exclusive Mix Channel/interactive coverage of all four of professional golf's majors with its broadcast of the 2009 PGA Championship Aug. 13-16, the last major of the year.

Supplementing broadcast feeds from TNT and CBS, as well as online content from PGA.com, DIRECTV will be the only TV provider to offer expanded, four-channel coverage of the 91st PGA Championship at the Hazeltine National Golf Club in Chaska, Minn. for all four days of the Championship. Golf fans will have the opportunity to watch the drama unfold live on three extra channels in addition to the main network feed, only on DIRECTV.

DIRECTV's expanded coverage, available free to customers, will include channels dedicated to following a marquee group of players, the play on the course's four challenging Par 3 holes and "Players in Depth," featuring highlights and interviews with the leaderboard's top players. All four channels (702-705) will be in HD and displayed on DIRECTV's Mix Channel (701) with each tuneable to full screen. For more details visit directv.com/pga.

The feature channels, along with live network coverage, will be available throughout each network's broadcast hours, Thursday and Friday from TNT (2-8 p.m. ET) and on Saturday and Sunday from TNT (11 a.m. - 2 p.m. ET) and CBS (2-7 p.m. ET). Complimentary online coverage will also be available all four days from PGA.com.

"The 2009 PGA Championship is golfers' last shot at glory this year and for golf fans their final opportunity to see golf the way it was meant to be seen, on multiple screens, in HD with instant access to scorecards and leaderboard information," said Eric Shanks, executive vice president, DIRECTV Entertainment. "With our broadcast partners we've been able to take the golf viewing experience on TV to an entirely new level, infusing that happy marriage between technology and sports with an exciting blend of vivid imagery and information that is vital for any red-blooded sports fan."

In addition to the Mix Channel, DIRECTV will offer on each full-screen HD channel, a menu of features instantly accessible via remote:

- Top Five Leaders: Displays the top five current scores against par.
- Leaderboard: Provides information on all golfers in the field and access to player scorecards and hole-by-hole stats for each player in the field. The current round and any previous rounds are included. At the top of the page, the players' current year statistics are displayed.
- PGA Championship Trivia: A new five-question quiz on the history of the PGA Championship appears each day.

About DIRECTV

DIRECTV, Inc. (NASDAQ:[DTV](#)), the nation's No. 1 satellite television service, presents the finest television experience available to 18.3 million customers in the United States and is leading the HD revolution with more than 130 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 nine 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.

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