



DIRECTV Offers New Expanded Technology Protection Plan

N.E.W. Customer Service Companies Helps World's Leading Pay TV Provider Give Customers Options to Extend Protection Beyond DIRECTV Equipment to Additional Home Electronics

EL SEGUNDO, Calif. & STERLING, Va.--(BUSINESS WIRE)-- DIRECTV (NASDAQ: DTV), the world's leading pay TV provider, in partnership with N.E.W. Customer Service Companies (*NEW*), the nation's leading provider of extended service plans, buyer protection services and product support, will launch its new service plan, the DIRECTV Protection Plan Premier (PPP), on April 19. This innovative service not only provides coverage of the DIRECTV system, but also extends the product protection for DIRECTV customers by providing coverage on and technical support for TVs, computers, tablets and products that can be used to view DIRECTV.

"As consumers continue to use more portable devices to watch and enjoy entertainment, media consumption in the home has evolved into a converged solution. This service extends the value of our traditional DIRECTV Protection Plan to provide a more comprehensive and complete package offering for our customers," said Mike Palkovic, executive vice president of Services and Operations for DIRECTV. "Our partnership with *NEW* allows us to support such a comprehensive and valuable consumer-centric service offering, and we look forward to providing our customers with the best support possible."

The Protection Plan Premier includes the traditional Protection Plan, still a stand-alone offering for customers, which offers 24/7 technical support, in-home service, and coverage for power surges and failures due to normal wear and tear for the complete DIRECTV system. Expanding on this offering, DIRECTV PPP also provides protection, technical support, and in-home or repair facility service for all covered home technology used to support the DIRECTV viewing experience. The new plan also includes technical support on mobile devices should a customer experience issues related to DIRECTV programming. In addition, DIRECTV customers can add Accidental Damage from Handling* (ADH) coverage to their plan to protect select portable products from unintentional and unexpected repairs due to spills, drops and cracked screens.

The Protection Plan Premier includes product protection and supports a full range of products, including the following*:

- Plasma, LED and LCD TVs
- Tablets
- Desktops, netbooks and laptops
- Home theater systems
- DTV systems/receivers
- Peripherals, including remote controls, 3-D glasses and keyboards/mice/monitors, plus onetime battery replacement for laptops
- Connection cables/electrical cords and customer-owned modems and routers
- Quick and easy three-day repairs, guaranteed (products will be fixed and returned within three business days of being received at a repair facility, or for in-home service, an authorized technician will be on-site within three business days of the initial claim call; in the event the guarantee is not met, the customer will be refunded the cost of the Service Fee)*

"We are excited to support DIRECTV with this valuable new service offering, providing consumers with peace of mind on not only their DIRECTV system but also all the home products that complement the award-winning DIRECTV viewing experience," said Tony Nader, president and CEO of *NEW*. "This plan fully encompasses the *NEW* value proposition, providing DIRECTV customers with industry-leading customer service, repair and service operations that are built on quality."

The DIRECTV Protection Plan Premier will be available starting April 19, 2012, to eligible residential DIRECTV customers for \$19.99/month, and an additional \$4.99/month for Accidental Damage from Handling protection.

*Contact DIRECTV or go to DIRECTV.com/Protection for terms and conditions and for complete program details.

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 more than 32 million customers in the U.S. and Latin America. In the U.S., DIRECTV offers its more than 19.8 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 ten 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 more than 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.

About [N.E.W. Customer Service Companies, LLC \(NEW\)](#)

NEW, together with its affiliates and member companies, is the leading global provider of extended service plans, buyer protection services and product support, providing coverage to more than 150 million consumers around the world. Founded in 1983, with headquarters in Sterling, Va., *NEW* provides award-recognized post-sale consumer care for leading retailers, consumer service providers, wireless carriers and financial services firms in the United States, Canada, China, Japan, Turkey and the United Kingdom. *NEW* delivers a comprehensive customer care solution that begins on day one of the product purchase and extends through the end of the product life cycle. For more information, please visit *NEW* at <http://www.newcorp.com> or call 1-800 WHAT'S *NEW* (1-800-942-8763).

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