



DIRECTV Hits Historic Milestone: 30 Million Customers

Record-Breaking Growth Reflects Strong Demand for DIRECTV Products and Services Throughout the Americas

EL SEGUNDO, Calif.--(BUSINESS WIRE)-- DIRECTV, an upstart satellite TV venture that few thought would survive in a world dominated by cable companies when it launched in 1994, has surpassed 30 million customers today.

DIRECTV reached the milestone after two years of record-breaking growth in the Americas, including solid gains in the first half of this year, maintaining its status as the world's largest pay TV service. Since the beginning of Q3 2009, DIRECTV added more than 1.1 million customers in the U.S. — more than any other satellite or cable provider — ending the second quarter of this year with more than 19.4 million customers. Since it acquired one million customers in its first year of service in 1995, DIRECTV U.S. has reported customer gains for 60 consecutive quarters.

DIRECTV Latin America, sparked by a rapidly growing consumer class throughout the continent, added more than 2.4 million customers to the SKY Brasil and DIRECTV platforms over the past two years. SKY Mexico has nearly doubled in size by adding an additional 1.8 million customers over the same time frame, bringing the total, including Mexico, to more than 10.6 million customers in the region.

"Everyone at DIRECTV can take great pride in this momentous achievement," said Mike White, DIRECTV's Chairman and CEO. "DIRECTV in the Americas has set new standards for excellence in video technology, programming and customer service, and established our brand as synonymous with the best video experience available anywhere."

"With our business continuing to explode in Latin America, we expect to sustain that momentum by taking advantage of our scale, appealing to the young and rapidly growing middle market of consumers and leveraging the advanced technology we've developed in the U.S.," White added. "Demand for DIRECTV service among consumers in the U.S. is growing stronger as we near the fall selling season, and we are continuing to surprise and delight our existing customers with new products and services while actively engaging those price-sensitive consumers who are looking for both a great value and a superior video product."

"Finally, I want to congratulate all of our employees, business partners and loyal customers who contributed to this incredible success story."

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 30 million customers in the U.S. and Latin America. In the U.S., DIRECTV offers its 19.4 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 10.6 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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Source: DIRECTV

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