



## **DIRECTV TO CARRY NBA TV HIGH DEFINITION PROGRAMMING**

### **Live NBA games available to DIRECTV NBA TV customers with HD Equipment**

**NEW YORK, NY, and EL SEGUNDO, CA, March 9, 2004** – DIRECTV, Inc., has entered into an agreement with the National Basketball Association to offer a four-hour block of High-Definition (HD) programming from NBA TV, the league's 24-hour television channel, including live NBA games beginning this evening with the Boston Celtics at New York Knicks matchup (7:30 p.m. ET).

NBA TV programming will include live NBA games, post-game shows and the channel's nightly studio program, NBA TV Live, which offers expert analysis on key match-ups, look-ins to games in progress, up-to-the-minute stats, scores and guest call-ins. The programming will be available in HD format to DIRECTV residential and commercial customers who subscribe to NBA TV and have DIRECTV HD receiving equipment. The NBA TV high definition feed can be viewed on DIRECTV channel 84.

NBA TV will televise 12 games in HD in March – the most ever in any month since the channel began airing live games in January 2003 – and additional games throughout the remainder of the season.

“This is great news for our NBA TV customers who have high definition equipment and are looking for more high-quality HD content,” said Stephanie Campbell, senior vice president, Programming, DIRECTV, Inc. “Watching NBA TV’s live game action in high definition, with its crisp, clear picture, puts the viewer in a courtside seat for an unparalleled entertainment experience.”

NBA Games to be broadcast in HD include:

Tuesday, March 9 at 7:30 p.m. - ET Boston Celtics at New York Knicks  
Wednesday, March 10 at 7:00 p.m. ET - Washington Wizards at Orlando Magic  
Friday, March 12 at 7:00 p.m. ET - New York Knicks at Philadelphia 76ers  
Tuesday, March 16 at 7:30 p.m. ET - Washington Wizards at New York Knicks  
Monday, March 22 at 7:00 p.m. ET - Dallas Mavericks at Philadelphia 76ers  
Tuesday, March 23 at 8:00 p.m. ET - San Antonio Spurs at Minnesota Timberwolves  
Thursday, March 25 at 8:30 p.m. ET - Detroit Pistons at San Antonio Spurs  
Sunday, March 28 at 4:00 p.m. ET - Houston Rockets at Milwaukee Bucks  
Tuesday, March 30 at 8:00 p.m. ET - Indiana Pacers at Milwaukee Bucks  
Saturday, April 10 at 7:00 p.m. ET - Detroit Pistons at Orlando Magic  
Tuesday, April 13 at 8:30 p.m. ET - Memphis Grizzlies at Dallas Mavericks

### **About NBA TV**

NBA TV, launched November 2, 1999, is the league's 24-hour television channel and the first television network launched by a professional sports league. NBA TV is available to 45 million U.S. homes and in 38 other countries, including Azerbaijan, France, Israel, Kazakhstan, the Philippines, Spain, Russia and Turkey. The channel provides viewers behind-the-scenes access, basketball authenticity and insider perspective featuring original programming, including reality miniseries, news and interview programs, documentary series and features shows that focus solely on fantasy basketball, international basketball and the video game industry; four nights a week of live NBA games; up to 50 NBA games in High-Definition; WNBA and NBDL games; weekly international competitions; exclusive coverage of special events; and the most comprehensive highlights and up-to-the-minute information.

### **About DIRECTV**

DIRECTV is the nation's leading digital multichannel television service provider with more than 12.2 million customers. DIRECTV and the Cyclone Design logo are registered trademarks of DIRECTV, Inc., a unit of Hughes Electronics Corp. (NYSE: HS). Hughes is a world-leading provider of digital multichannel television entertainment, broadband satellite networks and services, and global video and data broadcasting. Hughes is 34 percent owned by Fox Entertainment Group, which is approximately 82 percent owned by News Corporation Ltd.

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