



DIRECTV Launches Dedicated Hurricane Irene Information Channel

Channel Will Provide Local Network News Feeds along the Storm Track and Red Cross Information to Aid Storm Victims

EL SEGUNDO, Calif.--(BUSINESS WIRE)-- DIRECTV is launching a dedicated 24/7 "Hurricane Irene Information" channel that will provide live broadcasts from local stations in markets affected by the hurricane to DIRECTV viewers nationwide.

The DIRECTV-produced information channel will begin broadcasting at midnight EDT/9 p.m. PDT tonight and will air on three separate viewer channels: 259, 325 and 349. DIRECTV plans to provide continuous coverage throughout the weekend or until the storm has diminished in strength.

DIRECTV will simulcast local news and information coverage from various stations in affected markets as the storm moves up the East Coast. DIRECTV will also provide graphical information to inform our customer base about potential evacuations, closures, event cancellations and any additional critical information as needed. Storm preparation information will be delivered in graphical form from the American Red Cross, as well as coverage from the agency's special disaster preparedness and relief interview with American Red Cross President Gail McGovern, along with information from other emergency organizations.

As DIRECTV tracks the storm it will manually switch to a local station in the affected market. The information channel will broadcast coverage from the following markets:

- Greenville/New Bern, N.C.
- New York
- Norfolk, Va.
- Richmond, Va.
- Roanoke, Va.
- Washington, D.C.

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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