



DIRECTV Celebrates Black History Month With Special Event Featuring Archbishop Desmond Tutu, Herbie Hancock And Mayor Antonio Villaraigosa

DIRECTV, BET/CENTRIC and Partnership for L.A. Schools Host Nobel Peace Prize Laureate, 14-Time Grammy® Award Winner and Los Angeles Mayor at Special Assembly at Santee High School in Los Angeles

EL SEGUNDO, Calif.--(BUSINESS WIRE)-- In celebration of Black History Month, DIRECTV, along with BET/CENTRIC Networks and the Partnership for L.A. Schools, will host Nobel Peace Prize laureate and human rights activist, Archbishop Desmond Tutu, as he addresses students at a special assembly at Santee High School in Los Angeles today. Jazz icon and 14-time Grammy® Award winner, Herbie Hancock, will also perform at this once-in-a-lifetime event. In addition, the program will feature Los Angeles Mayor Antonio Villaraigosa as a guest speaker, as well as a performance by the Crenshaw High School Elite Choir.

The 75-minute program will be filmed at Santee High School, which is part of the Partnership for L.A. Schools program started by Mayor Villaraigosa, and will be offered as a special broadcast this spring to the 7,500 schools nationwide that receive complimentary educational programming through the DIRECTV GOES TO SCHOOL® program. For information on specific airdates and times please visit www.directvgoestoschool.com.

"We are thrilled and honored that Archbishop Desmond Tutu is participating in our Black History Month celebration and sharing his vision of how young Americans can help shape our future leadership," said Mike White, chairman, president and CEO of DIRECTV. "This is an invaluable opportunity for students to hear such an important historical figure speak, as well as experience a live performance by music legend Herbie Hancock, and we are proud to be a part of it."

"CENTRIC is excited to be partnering with DIRECTV on such an innovative program that marries both music and education and brings it to the classroom," said Paxton Baker, executive vice president and general manager of CENTRIC. "BET Networks is committed to advancing our community through educational initiatives, particularly those that infuse African-American culture in the arts with the world around us."

"Black History Month isn't just about learning from the past," said Los Angeles Mayor Antonio Villaraigosa, "It's about looking to the future and understanding that no matter one's race, ethnicity, religion or background, we all have the opportunity to shape the world we live in through the volume of our voices and the power of our actions. I am honored to share the stage with Archbishop Tutu — a true hero of mine — as well as with the legendary Herbie Hancock and the talented students of the Crenshaw High School Elite Choir. Hundreds of students from Crenshaw and Santee High Schools will be able to enjoy today's assembly, and thanks to the generous leadership of DIRECTV, the special event will reach thousands more."

DIRECTV is committed to fostering education through two corporate citizenship programs available to K-12 schools nationwide: DIRECTV GOES TO SCHOOL® and DIRECTV4Schools™. Through DIRECTV GOES TO SCHOOL, schools can receive a free DIRECTV® System and educational programming to enhance their students' classroom experience. The DIRECTV4Schools program is an easy way for schools to earn the funds they need for special programs, equipment, and events that enrich student learning. For more information on these and other DIRECTV corporate citizenship programs, please visit directv.com/corporatecitizenship.

About DIRECTV:

DIRECTV (NASDAQ: DTV) is the world's most popular video service delivering state-of-the-art technology, unmatched programming, the most comprehensive sports packages available and industry leading customer service to its 27.6 million customers in the U.S. and Latin America. In the U.S., DIRECTV offers its 19.1 million customers access to over 160 HD channels and Dolby-Digital® 5.1 theater-quality sound (when available), access to exclusive sports programming such as NFL SUNDAY TICKET™, award winning technology like its DIRECTV DVR Scheduler 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 8.5 million customers. DIRECTV sports and entertainment properties include three Regional Sports Networks (Northwest, Rocky Mountain and Pittsburgh) as well as a 65

percent interest in Game Show Network. For the most up-to-date information on DIRECTV, please call 1-800-DIRECTV or visit directv.com

About CENTRIC

CENTRIC is a 24-hour entertainment channel featuring originals, movies, music and reality programming that reflects the lifestyle and sophistication of today's African-American and multicultural adult viewer. Its compelling content infuses a unique mix of music, culture and style that embody the lives, tastes, and aspirations of the CENTRIC viewer: All You. All Day. All Night.

About the Partnership for L.A. Schools

The Partnership for L.A. Schools was started by Los Angeles Mayor Antonio Villaraigosa as a unique collaboration between the City of Los Angeles and the Los Angeles Unified School District to turn around LA's lowest performing schools and create a model for doing so district-wide. Today it is one of the largest public school turnaround projects in the nation, serving nearly 20,000 students across 15 schools in some of the city's poorest communities.

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