



## **DIRECTV CINEMA Launches National Search for 'Ultimate Movie Fan'**

***Grand Prize Winner will Attend 2012 MTV Movie Awards and Exclusive MTV Movie Awards Event; Top Five Finalists Will Win a Tablet Loaded with DIRECTV Apps***

***The 20<sup>th</sup> Annual 2011 MTV Movie Awards' Airs Live Sunday, June 5 at 9 p.m. ET***

EL SEGUNDO, Calif.--(BUSINESS WIRE)-- Die-hard movie fans across the country will have the chance to be crowned the first "Ultimate Movie Fan" by DIRECTV and win a grand-prize package that includes a trip to the "2012 MTV Movie Awards." To enter, contestants will submit a short video about their favorite "2011 MTV Movie Awards"-nominated film and will showcase why they deserve to be crowned the first DIRECTV CINEMA™ ULTIMATE MOVIE FAN™.

The grand-prize winner will attend the "2012 MTV Movie Awards" and exclusive MTV Movie Awards event. The top five finalists will win a tablet pre-loaded with DIRECTV and MTV apps. The "2011 MTV Movie Awards," hosted by Jason Sudeikis, will air live from the Gibson Amphitheatre in Universal City, Calif., on Sunday, June 5 at 9 p.m. ET / 8 p.m. CT.

Now through May 22, interested participants can upload their videos, up to two minutes in length, to [ultimatemoviefan.com](http://ultimatemoviefan.com). During May 23 through May 30, fans can visit the site to vote for their favorite video. At the end of the voting period, the top 10 entries will advance to the next round, where a panel of qualified judges will select the winners.

On June 5, the grand-prize winner will be announced live during the "2011 MTV Movie Awards" in an exclusive on-air commercial, available only to DIRECTV customers. The grand-prize winner and top five finalists will also be announced on [ultimatemoviefan.com](http://ultimatemoviefan.com).

"We partnered with the MTV Movie Awards on this contest because of their long-standing tradition of awarding films their viewers have chosen and showing content their viewers want to see," said Sarah Lyons, vice president of Upgrade Marketing for DIRECTV. "We share those values and wanted to hear directly from our movie fans about the films they love, as we continue to evolve our DIRECTV CINEMA service to offer what our customers want, when and where they want it."

The films nominated for the "2011 MTV Movie Awards," which are also available on DIRECTV CINEMA™, include *127 Hours*; *Black Swan*; *Buried*; *Due Date*; *Harry Potter and the Deathly Hallows: Part 1*; *I Am Number Four*; *Jackass 3*; *Piranha*; *The Fighter*; *The Green Hornet*; *The Roommate*; *The Twilight Saga: Eclipse*; and *Tron: Legacy*. Fans can catch up by watching these "2011 MTV Movie Awards"-nominated titles, before heading over to [MovieAwardsMTV.com](http://MovieAwardsMTV.com) to vote for 12 returning categories, plus all-new categories, through Saturday, June 4, before the winner is announced live on June 5.

DIRECTV CINEMA offers 400 of the newest movies in 1080p HD, plus more than 6,000 shows and movies at no extra charge. For more information on the movies available on DIRECTV CINEMA, please visit [directv.com/cinema](http://directv.com/cinema). For more information about the ULTIMATE MOVIE FAN™ search, including full Official Rules and how to submit a video, please visit [ultimatemoviefan.com](http://ultimatemoviefan.com).

\**The Roommate* premieres on DIRECTV CINEMA May 17 and *I am Number Four* premieres May 24

### **About DIRECTV:**

DIRECTV (NASDAQ: DTV) is the world's largest pay TV provider delivering the premiere video experience through state-of-the-art technology, unmatched programming and industry leading customer service to more than 28.9 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 (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 9.5 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](http://directv.com).

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