



## **DIRECTV TO OFFER ESPNU IN ITS CHOICE™ PACKAGE**

### ***ESPNU's Distribution More Than 46 Million Subscribers***

Disney and ESPN Media Networks and DIRECTV, Inc., today announced an agreement to widen its distribution of ESPNU to DIRECTV's CHOICE™ programming package beginning July 1. ESPNU will now be available to more than 46 million college sports fans across the country. As part of the agreement, DIRECTV will also launch ESPNU HD by the end of the first quarter 2010. Additionally, ESPN Classic will be repackaged into the DIRECTV SPORTS PACK.

ESPNU provides college sports fans with more than 550 live events annually and televises some of the top Division I conferences in the nation, including: the ACC, Big East, Big Ten, Conference USA, MAC, Mountain West, SEC, Sun Belt and WAC. The network also has a wide-ranging, long-term agreement with the NCAA that includes extensive coverage of 22 NCAA Championships, including sports from each of the three collegiate seasons.

"ESPNU is committed to college sports programming 365 days a year, and this move to DIRECTV's CHOICE package allows better access for college sports fans -- nationwide -- to all of the quality content provided on the network," said David C. Preschlack, executive vice president, Disney and ESPN Media Networks.

"DIRECTV continues to offer the best sports programming to its customers," said Derek Chang, executive vice president, Content Strategy and Development, DIRECTV, Inc. "By expanding the distribution of ESPNU, we take that commitment to another level for all college sports fans across the country."

### **About Disney and ESPN Media Networks:**

Disney and ESPN Media Networks' diverse portfolio contains the most compelling entertainment, sports and news content available to consumers today, including ABC Family, ABC News Now, Disney Channel, ESPN, ESPN2, ESPN HD, ESPN2 HD, ESPN Classic, ESPN Deportes, ESPNEWS, ESPNEWS HD, ESPNU, ESPNU HD, SOAPnet and Disney XD. Delivering the most popular media brands with their passionate audiences, Disney and ESPN Media Networks brings content distributors exclusive opportunities across multiple platforms including broadband products such as ABC News Now, Disney Online's Disney Connection and ESPN360.com, as well as video on demand services, including Disney Channel on Demand and ESPN on Demand.

### **About DIRECTV**

DIRECTV, Inc. (NASDAQ:[DTV](#) - [News](#)), the nation's No. 1 satellite television service, presents the finest television experience available to more than 18 million customers in the United States and is leading the HD revolution with more than 130 HD channels - more quality HD channels than any other television provider. Each day, DIRECTV subscribers enjoy access to over 265 channels of 100% digital picture and sound, exclusive programming, industry-leading customer satisfaction (which has surpassed all national cable companies for eight years running) and superior technologies that include advanced DVR and HD-DVR services and the most state-of-the-art interactive sports packages available anywhere. For the most up-to-date information on DIRECTV, please visit [directv.com](#).

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