



DIRECTV to Deliver Local Programming in Bluefield-Beckley, W. Va.

Six Local Stations Available Via Satellite for the First Time Throughout the Market Area

EL SEGUNDO, Calif., Sep 24, 2009 (BUSINESS WIRE) -- DIRECTV, Inc., the nation's No. 1 satellite TV service, will offer local programming, including four networks in HD, to customers in the Bluefield-Beckley, W. Va. market area beginning Sept. 30.

The channels, available to Bluefield-Beckley customers for the first time via digital satellite, will include WOAY/ABC, WVNS/CBS, WVVA/NBC and WSWP/PBS - all in HD, and MNT/FOX and WLFB/Independent in standard-definition.

With the launch of locals in Bluefield-Beckley, DIRECTV is rolling out a special offer for customers who need to upgrade their equipment: the first receiver is free and all additional receivers are only \$49 along with free standard professional installation. To upgrade, customers should call 1-800-DIRECTV after Sept. 30.

With the launch of the Bluefield-Beckley market, DIRECTV will offer local broadcast channels (both HD and standard-definition) in 152 markets, representing more than 94 percent of U.S. TV households. Including Bluefield-Beckley, DIRECTV will offer local HD channels in 133 markets or more than 91 percent of U.S. TV households.

"We appreciate the leadership and support of Congressman Rick Boucher and Senator Jay Rockefeller in our effort to launch local channels in the Bluefield-Beckley market," said Larry Hunter, DIRECTV president and CEO.

"Local channels are must-have programming for consumers who depend on them for vital news and weather information along with entertainment, and now for the first time, they're available via satellite with four networks in crystal-clear HD."

To receive DIRECTV's local programming, customers must have an H20 or H21 receiver or an HR20 or HR21 DIRECTV Plus HD DVR and a Ka/Ku band dish. More information on programming package pricing and receiving equipment is available at DIRECTV.com.

About DIRECTV

DIRECTV, Inc. (NASDAQ:[DTV](#)), the nation's No. 1 satellite television service, presents the finest television experience available to 18.3 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 nine 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.

SOURCE: DIRECTV, Inc.

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