



DIRECTV HD Customers Now Have Access to Popular Interactive Weather Features and On-Demand Content from The Weather Channel HD

Interactive Weather Features Currently Available on DIRECTV Including 'Local On the 8s' and 'Local on Demand,' Have Generated Close To 1 Billion Household Impressions

EL SEGUNDO, Calif., Oct 06, 2009 (BUSINESS WIRE) -- After its successful launch on the standard-definition version of The Weather Channel less than a year ago, DIRECTV's interactive weather applications, including "Local on Demand" and "Local on the 8's" have generated close to 1 billion total household impressions. Now, these same interactive features will be available on the crystal-clear feed of The Weather Channel HD^(R) (TWC HD). As an additional benefit, customers can now access TWC VOD content 24-hours-a-day, seven-days-a-week from the DIRECTV on DEMAND platform at the click of a button on their remote control.

The popular interactive weather services include:

- Alert Ticker - For certain severe weather conditions, TWC HD viewers will see the Alert Ticker appear at the bottom of their screen. This ticker will give them information on the current weather alert(s) and provide a link to the "Local On Demand" application to get more information.
- "Local on the 8s" Application - DIRECTV viewers of The Weather Channel HD can now view the popular "Local on the 8s" segments for their specific locale. Presented six times each hour at :08, :18, :28, :38, :48 and :58 minutes past the top of the hour on The Weather Channel HD, viewers can see current conditions, details for the day's forecast, the seven-day forecast and a regional radar map automatically for their local area. This content is presented with the iconic "Local on the 8s" jazz and popular music soundtrack.
- "Local On Demand" Application - While watching TWC HD, DIRECTV viewers can access a menu of interactive weather features for their ZIP code, including current conditions, the five-day forecast, regional radar maps, weather alerts and weather for up to five other cities they can 'save' as favorites - all while continuing to watch live TWC HD programming on the same screen. Additionally, DIRECTV customers will be able to access localized weather information for more than 40,000 ZIP code locations across the United States.

"The vital information available on The Weather Channel provides the perfect platform to offer enhanced interactive capabilities and on-demand content to our customers," said Eric Shanks, executive vice president, DIRECTV Entertainment. "It is clear in the close to 1 billion household impressions generated in less than a year that our customers find these interactive services valuable, so it made sense to extend them to The Weather Channel HD. Providing these enhanced services to the Weather Channel HD furthers our ongoing commitment to creating the most dynamic television experience available."

"We have been thrilled with how important The Weather Channel content has become to DIRECTV HD subscribers," said Becky Powhatan, executive vice president of Distribution and Business Affairs for The Weather Channel. "Now, HD customers will have instant access to severe weather alerts and real time weather conditions in their area with 'Local On Demand' and our signature 'Local On the 8's.'"

DIRECTV on DEMAND is available at no additional charge to customers with a networked DIRECTV Plus^(R) HD DVR or R22 DVR. The service offers more than 5,000 titles - including the hottest movies in 1080p - 24-hours-a-day, seven-days-a-week.

DIRECTV on DEMAND is one of the easiest-to-use on-demand interfaces on television, with unique features that make navigating through titles simple and quick.

About DIRECTV, Inc.

DIRECTV, Inc. (NASDAQ:[DTV](#)), the nation's leading satellite television service provider, presents the finest television experience available to more than 18.3 million customers in the United States and is leading the HD revolution with more than 130 HD channels. 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 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.

About The Weather Channel Companies

The Weather Channel Companies (TWCC) is made up of The Weather Channel Network (TWCN), The Weather Channel Interactive (TWCi), and Weather Services International (WSI). The Weather Channel^(R) is based in Atlanta and is seen in more than 99 million U.S. households. TWCN also operates Weatherscan, a 24-hour all-local weather network; The Weather Channel Radio Network; and The Weather Channel HD. TWCi, which includes the weather.com^(R) site, The Weather Channel Desktop and [The Weather Channel Mobile](#), reaches more than 40 million unique users online each month and is the most popular source of online weather, news and information according to Nielsen//NetRatings. WSI, headquartered in Andover, MA, primarily provides business-to-business weather services, particularly for the media, aviation, marine and energy sectors. TWCC is owned by a consortium made up of NBC Universal and the private equity firms The Blackstone Group and Bain Capital. For more information, visit www.weather.com/press.

SOURCE: DIRECTV, Inc.

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