



## **DIRECTV to Deliver First Live U.S. Broadcast of Korean Pro Baseball Exclusively On MBC Every1**

### ***MBC Every1 to Launch Oct. 14 on DIRECTV's International Platform***

EL SEGUNDO, Calif., Oct 08, 2009 (BUSINESS WIRE) -- DIRECTV, Inc., the nation's No. 1 satellite TV service, will offer the first live U.S. broadcast of Korean professional baseball league games beginning with the Korean Series Baseball Championship League Series on Oct. 15 when DIRECTV launches MBC Every1, a channel dedicated to sports and entertainment directly from Korea and available only on DIRECTV.

The Korean baseball league has enjoyed international attention and record-breaking attendance during a dynamic 2009 regular season with the KIA Tigers' unforeseen revival SK Wyverns' setting a record for consecutive wins. The series will feature a best-of-seven format and is expected to attract a large audience of both sports fans and baseball fans.

"With our exclusive launch of MBC Every1, DIRECTV opens a new era of live broadcast of inland sports for Korean Americans," said John de Armas, vice president, WorldDirect, Inc. "Since there has been no TV service in the U.S. that delivers live broadcast of Korea's professional baseball games, this live broadcast has significant meaning to Korean Americans. We are thrilled to provide quality Korean inland content to our Korean customers in the U.S. and offer this exciting baseball series for the first time."

MBC Every1, which is known for its comedy, drama and original programming, including "The Moohan Girls," the most popular cable program in Korea. The channel will also carry StarCraft professional gamers' battles, unique variety shows and dramas such as "BSG Police," as well as live broadcasts of 2009 and 2010 Korean professional baseball and basketball league games. Customers will be able to watch MBC Every1 on DIRECTV Channel 2085 when it launches on October 14.

MBC Every1 will be available on DIRECTV's International Programming Packages Korean Direct for \$26.99 or Korean Direct Golf for \$31.99. International customers must first subscribe to DIRECTV BASIC (\$12.99/mo), PREFERRED CHOICE (\$35.99/mo) or any DIRECTV base programming package (\$29.99/mo or above). Customers can receive more information on MBC Every1 or any programming packages by calling 1-866-739-0864.

The DIRECTV International platform has launched over 125 channels that deliver a wide variety of new programming in multiple foreign-languages, including Spanish, Russian, Hindi, Telugu, Tamil, Bengali, Mandarin, Cantonese, Vietnamese, Tagalog, Korean, Polish, Portuguese and Greek, to emerging ethnic markets throughout the United States.

### **DIRECTV - MBC Every1 (Ch. 2085) Korean Series Championship Live Broadcasting Schedule**

10/15 (Thu), 02:00am (PDT)

10/16 (Fri), 02:00am (PDT)

10/17 (Sat), 10:00pm (PDT)

10/19 (Mon), 02:00am (PDT)

10/21 (Wed), 02:00am (PDT)

10/22 (Thu), 02:00am (PDT)

10/23 (Fri), 02:00am (PDT)

### **About DIRECTV**

DIRECTV, Inc. (NASDAQ:[DTV](#)), the nation's No. 1 satellite television service, 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 - 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](http://directv.com).

### **About MBC Every1**

MBC Every1 is one of four television channels of MBC Plus Media, a subsidiary of Moonhwa Broadcasting Company, Korea's second largest terrestrial network. MBC Plus Media is Korea's leading multichannel operator. MBC Every1 launched on October 2007 in Korea. It is renowned for its own comedy shows such as Moohan girls and Foodies. These programs are popular among young people with a high viewing rate. MBC Every1 produces many original programs every week and is dedicated to programming excellence.

SOURCE: DIRECTV, Inc.

DIRECTV, Inc.

Naomi K. Rodriguez

(310) 964-4821

[nkrodriguez@directv.com](mailto:nkrodriguez@directv.com)

or

TEN Communications

Katie Kwon

(213) 629-1010 Ext. 220

[kkwon@tencommunications.com](mailto:kkwon@tencommunications.com)

Copyright Business Wire 2009