



DIRECTV Continues Its Quest For America's Most Obsessed NFL Fans With 2009 DIRECTV ULTIMATE DISPLACED FAN SEARCH

No. 1 Satellite Service Returns With Second Annual Campaign, Highlighting Country's Most Die-Hard Fans Living Outside the Markets of Their Favorite NFL Teams

EL SEGUNDO, Calif., Sep 15, 2009 (BUSINESS WIRE) -- DIRECTV's ground breaking NFL SUNDAY TICKET(TM) service has taken the pro football viewing experience to an entirely new level, creating legions of loyal and passionate fans across America. Now, for the second consecutive season, the nation's undisputed leader in television sports and entertainment is seeking the most devoted and passionate of those die-hard NFL fans, who live far removed from the local market of their favorite NFL team, through The 2009 DIRECTV ULTIMATE DISPLACED FAN SEARCH.

The 2008 NFL season marked the inauguration of this unique campaign and revealed fan loyalties that were nothing short of obsessive for their beloved NFL teams - from the naming of a first-born son Harrison, after the beloved Colts receiver, to paddling through the flooded streets of New Orleans in the wake of Hurricane Katrina to catch a Redskins game. The 2008 ULTIMATE DISPLACED FAN SEARCH winner Ron Lawrence, a passionate Dallas Cowboys fan from Chesapeake, Va., earned the 2008 title thanks in large part to his two-car garage, which he'd converted into a full-blown replica of the interior of Texas Stadium, complete with blue star-studded walls, field turf and a ring of honor.

For his ultimate display of fan loyalty, Lawrence earned a dream Super Bowl prize package including two Super Bowl tickets and an all-expense paid trip to Tampa, Fla. While there, Lawrence participated in a media tour at the Super Bowl media center side-by-side with favorite Cowboy player Jason Witten, met Giants Quarterback and DIRECTV spokesman Eli Manning and played for Hall of Fame QB Warren Moon's team in the nationally televised DIRECTV Celebrity Beach Bowl flag football game.

"My week in Tampa was something so surreal and incredible that I'll never forget it as long as I live," said Lawrence. "Going to the Super Bowl is something every NFL fan dreams of doing, but the experiences of hanging out with Jason (Witten), meeting Eli Manning and playing in the Beach Bowl...those are simply things you never even dream of happening."

This season, the contest asks "displaced" NFL fans living outside the market of their favorite team to step up and show why they deserve to be crowned this year's DIRECTV ULTIMATE DISPLACED FAN. Fans can visit www.theultimatedisplacedfan.com and submit written essays, videos and photo submissions (any or all of these elements) that illustrate why they should earn the title and the Super Bowl week prize package. Entrants will have a chance to win the same once-in-a-lifetime Super Bowl week experience as the 2008 winner. Four semi-finalists will receive one-year complimentary subscriptions to the DIRECTV^(R) CHOICETM package, the NFL SUNDAY TICKET(TM) subscription for the 2010 season, complete with the NFL SUNDAY TICKET SuperFan^(R) upgraded service package, as well as any required DIRECTV^(R) Receiving equipment.

In addition to accepting entry submissions and providing full contest details and official rules, the official website (www.theultimatedisplacedfan.com) will also offer examples of last year's winning entries, and devoted pages where displaced NFL fans of each of the NFL's 32 teams can come together to show their loyalty for their favorite team along with other displaced fans just like them. Fans can also follow the DIRECTV ULTIMATE DISPLACED FAN SEARCH on Facebook at www.facebook.com/directv.

Once again, DIRECTV's exclusive NFL SUNDAY TICKET service is providing the ultimate way to experience the NFL regular season. At home, fans can see up to 14 games every Sunday and the ability to pull team and player stats on demand with the push of a button. The SuperFan^(R) subscription will also allow fans to receive the Game Mix channel, which displays up to eight games on one screen and the special Red Zone Channel^(R) that allows viewers to catch every key play from every NFL SUNDAY TICKET game. This season for the first time, SuperFan offers every NFL SUNDAY TICKET game broadcast in stunning HD.

Away from home, SuperFan customers can see every live NFL SUNDAY TICKET broadcast streamed to their laptop computer with NFL SUNDAY TICKET Online, and for the first time, to their mobile phones with NFL SUNDAY TICKET Mobile. The application is now available as a free download to DIRECTV customers through the iTunes app store, the Palm(TM) App Catalog and m.directv.com/supercast. These applications are compatible with the following devices:

- iPhone, iPhone 3G, and iPod Touch
- Palm Pre(TM)
- Select BlackBerry devices
- Select Windows Mobile devices

The 2009 NFL SUNDAY TICKET service is available now for five payments of \$59.99 each and can be purchased by calling 1-800-GET-SPORTS or visiting directv.com/NFL.

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.

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