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Fox Digital Studio to Premiere Newest Series, SUIT UP, Produced in Association with DIRECTV, Exclusively on Yahoo! September 12

Eight-Episode Comedy Follows a Crisis Guru As He Pilots a College Athletic Department On The Brink

EL SEGUNDO, Calif. & LOS ANGELES & SANTA MONICA, Calif.--(BUSINESS WIRE)-- SUIT UP, a new eight-episode digital series produced by Fox Digital Studio (FDS), in association with DIRECTV, will debut on Yahoo! Screen (<http://screen.yahoo.com>) on September 12. All eight episodes will be available at launch exclusively within Yahoo! for two weeks, before expanding to additional digital platforms. Beginning in January 2013, SUIT UP will make its broadcast premiere on DIRECTV's Audience Network. The broadcast debut of the series will include bonus content, such as behind the scenes features and outtakes.

The series follows renowned crisis manager Jim Dunnigan (Marc Evan Jackson), who takes the helm of a scandal-soaked athletic department at Glory University. He soon finds himself tasked with rescuing the school's pristine image, while managing scheming boosters, dysfunctional recruits and a meddling lawyer who won't go away. With a multi-million-dollar television contract at stake, not to mention his career, Jim must find a way to save the school.

In addition to Marc Evan Jackson (*Transformers: Revenge of the Fallen*, *Reno 911*) as Dunnigan, the show also features Barry Corbin (*Modern Family*, *The Closer*, *No Country for Old Men*, *Wargames*), Brian Thomas Smith (*The Big Bang Theory*) and a recurring role by national sports radio and TV personality Petros Papadakis as himself.

The show will premiere on Yahoo! Screen, marking its first video distribution deal with FDS. The trailer can be viewed [here](#).

"Yahoo!'s huge reach in the sports category and its increasing focus on scripted entertainment make it the perfect distribution partner for SUIT UP," said Matthew Glotzer, SVP of Fox Digital Entertainment. "We, along with DIRECTV, are excited to bring this uniquely funny story to Yahoo! Screen's vast audience."

With a renewed focus on branded entertainment, DIRECTV has partnered with FDS to integrate its brand messages into the show's storylines.

"We couldn't be happier with production, the collaboration with entire team at Fox Digital Studios has been fantastic," said Jon Gieselman, SVP Marketing, DIRECTV. "Both Fox and DIRECTV have sports deep in our DNA, so who better to create a tongue-in-cheek look at the world of college football."

"Yahoo! Screen is a premier destination for online original video content," said Erin McPherson, VP and Head of Video at Yahoo!. "As the exclusive launch partner for SUIT UP, we are excited to bring comedy and entertainment to sports fans and offer more of what our audience wants."

SUIT UP is the fourth original digital series produced by FDS in the last 12 months, following THE ROPES, WOLFPACK OF RESEDA and LET'S BIG HAPPY. FDS is a division of 20th Century Fox Filmed Entertainment.

About Fox Digital Entertainment

Fox Digital Entertainment (FDE) is a division of 20th Century Fox that is dedicated to creating new and innovative video content and applications for emerging distribution channels. FDE develops and produces original video, applications and games based on both original concepts and extensions of existing Fox intellectual property. The group has produced a number of award-winning products, including GLEE KARAOKE, ANGRY BIRDS RIO and others. Most recently, FDE has launched several original series, including Vin Diesel's THE ROPES, WOLFPACK OF RESEDA and LET'S BIG HAPPY. FDE currently has distribution agreements in place with Crackle, Myspace, Netflix and a number of digital download stores.

About DIRECTV

DIRECTV (NASDAQ: DTV) is one of the world's leading providers of digital television entertainment services delivering a premium video experience through state-of-the-art technology, unmatched programming and industry leading customer service to 32 million customers in the U.S. and Latin America. In the U.S., DIRECTV offers its 19.9 million customers access to more than 170 HD channels and Dolby-Digital® 5.1 theater-quality sound, access to exclusive sports programming such as NFL

SUNDAY TICKET™, Emmy award winning technology and higher customer satisfaction than the leading cable companies for 11 years running. DIRECTV Latin America, through its subsidiaries and affiliated companies in Brazil, Mexico, Argentina, Venezuela, Colombia, and other Latin American countries, leads the pay-TV category in technology, programming and service, delivering an unrivaled digital television experience to 12 million customers. DIRECTV sports and entertainment properties include three Regional Sports Networks (Northwest, Rocky Mountain and Pittsburgh) as well as a 60 percent interest in Game Show Network. For the most up-to-date information on DIRECTV, please visit www.directv.com.

About Yahoo!

Yahoo! is focused on creating deeply personal digital experiences that keep more than half a billion people connected to what matters most to them, across devices and around the globe. Yahoo!'s unique combination of Science + Art + Scale connects advertisers to the consumers who build their businesses. Yahoo! is headquartered in Sunnyvale, California. For more information, visit the pressroom (pressroom.yahoo.net) or the company's blog, Yodel Anecdotal.

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