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DIRECTV to Offer Family Programming Package; New Tier Offers More Than 40 Channels of Family-Friendly Programming Including Boomerang, Disney, Noggin, PBS Kids Sprout and a Wide Variety of Public Interest Channels

EL SEGUNDO, Calif.--(BUSINESS WIRE)--Jan. 18, 2006--DIRECTV, Inc., the nation's leading digital television service provider, will offer a new family-friendly programming package in mid-April.

The DIRECTV TOTAL CHOICE(R) Family package will include more than 40 channels of programming suitable for family and younger viewers, including some of the most popular family-oriented channels like Boomerang, Disney, PBS Kids Sprout, National Geographic and Noggin, and 12 Public Interest channels that provide a wide array of programming including NASA, National Religious Broadcast Network, Link TV and World Harvest TV.

"The new DIRECTV TOTAL CHOICE Family programming package is appropriate for viewing by family members of all ages and includes popular children's, religious and general family entertainment programming," said Dan Fawcett, executive vice president, Programming, DIRECTV, Inc. "We have answered the call from concerned parents and policymakers and have designed a programming package to meet the needs of DIRECTV families."

In addition to providing a new tier of family-friendly programming, DIRECTV continues to offer free parental locks and limits features on all of its systems/receivers that enable parents to lock out entire channels, block access to specific programs based on TV or MPAA rating, or restrict TV viewing hours.

Consistent with other DIRECTV programming offers, the TOTAL CHOICE(R) Family programming package will offer consumers more family channels at the best value. The TOTAL CHOICE Family package will be available nationwide for \$34.99 a month and will include local broadcast channels and the following programming services:

- | | |
|---------------------|----------------------------------|
| - Bloomberg | - National Geographic Channel |
| - Boomerang | - Nickelodeon/Nick at Night East |
| - BYU TV | - Nickelodeon/Nick at Night West |
| - CNN Headline News | - Nicktoons |
| - C-SPAN 1 | - Noggin/The N |
| - C-SPAN 2 | - NRB Network |
| - Daystar | - Once TV |
| - Discovery Kids | - PBS Kids Sprout |
| - Disney East | - QVC |
| - Disney West | - RFD TV |
| - DIY Network | - Shop at Home |
| - EWTN | - Shop NBC |
| - Fit-TV | - TCT Network |
| - Food Network | - The Science Channel |
| - Hallmark Channel | - The Weather Channel |
| - HGTV | - Toon Disney |
| - HITN | - Trinity Broadcasting Network |
| - HSN | - Word Network |
| - Link TV | - World Harvest Network |
| - NASA TV | - XM Disney Radio |
| | - XM Kids |

About DIRECTV, Inc.

DIRECTV, Inc. is the nation's leading digital television service provider with more than 15 million customers. DIRECTV and the Cyclone Design logo are registered trademarks of DIRECTV, Inc. DIRECTV (NYSE:DTV) is a world-leading provider of digital multichannel television entertainment services. DIRECTV is approximately 34 percent owned by News Corporation.

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SOURCE: DIRECTV, Inc.

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