

## **New Original Series, DIRECTV(R) Hometown Heroes, Recognizes Customers Who Make a Difference**

Monday, February 25, 2008-Joan Lunden Introduces Viewers to Inspirational DIRECTV Customers from Across the Country on New Series Debuting April 6 on The 101(TM) EL SEGUNDO, Calif.--(Business Wire)--DIRECTV (NASDAQ:DTV), the nation's leading satellite television provider, turns the spotlight on its customers with DIRECTV Hometown Heroes, a new original series hosted by Joan Lunden that chronicles the members of the DIRECTV family who make a remarkable difference in their community. The series will debut on Sunday, April 6 at 9 p.m. ET/PT in HD exclusively on DIRECTV's original entertainment channel, The 101.

DIRECTV Hometown Heroes takes a unique approach to programming by highlighting everyday people whose extraordinary acts of kindness, courage and bravery make a profound difference in the lives of others. Each week, the 30-minute program will focus on three exceptional members of the DIRECTV community from across America, exploring their lives, motivation, and the positive effects their actions have on the communities they live in.

Throughout the ten-episode series, viewers will be introduced to DIRECTV customers like Carolyn Blashek, the founder of Operation Gratitude, which provides care packages to soldiers; Sinead Chilton, from Schools on Wheels, which offers free schooling to California's over 200,000 homeless children; Dr. Bob, who provides free medical care to those in need through Compassion in Action; and Greg Porter, who founded God's Katrina Kitchen, which provides thousands of meals a day to relief workers and victims of the hurricane.

"We have an incredible opportunity through The 101 to shine a spotlight on the inspirational people who make up the DIRECTV community," said Eric Shanks, executive vice president of DIRECTV Entertainment. "We consider our customers part of a unique family and this program will give every member of the DIRECTV family a chance to connect with each other as well as inspire them to give back to their community and make a difference. And there is no one better to tell these stories to America than Joan Lunden."

DIRECTV Hometown Heroes host Joan Lunden is an award-winning broadcast journalist, entrepreneur, mother of seven, and one of America's most recognized and trusted television personalities. During her tenure as host of ABC's Good Morning America, she helped millions of Americans start each day -- reporting from 26 countries, covering four presidents, five Olympics, and two Royal weddings.

Lunden will be joined each episode by show correspondents including Emmy Award-winning host Dr. Winnie King and 1980s television star turned journalist Grant Goodeve. King is the Emmy Award-winning host of PBS' Keeping Kids Healthy as well as shows including Good Health with Dr. Winnie King, Women and Children First, Speaking of Women's Health and What Should You Do? She is a frequent guest on national talk shows including The Oprah Winfrey Show and Montel Williams Show. King is board certified in emergency medicine and is currently an attending physician in Orlando.

Goodeve is an actor and television host best known for playing the role of David, the oldest son, on Eight Is Enough. Following Eight Is Enough, Goodeve appeared in guest roles in series such as The Love Boat, T.J. Hooker, Dynasty, Fantasy Island - and later Northern Exposure. Most recently, he began contributing to KING-TV's Evening Magazine and hosting such shows as Northwest Backroads and If Walls Could Talk. He is an active member in his Presbyterian church in Seattle, engaging part-time in an itinerant music ministry in the region.

DIRECTV Hometown Heroes is executive produced by Linda Ellman and Christopher Meindl in association with Linda Ellman Productions, Inc. Ellman, a three-time Emmy(R) Award-winning veteran of television news and entertainment, has more than 25 years' experience in Local and Network News, Network, Syndicated and Cable programming.

DIRECTV Hometown Heroes is part of a continued effort by DIRECTV to personalize the television experience by seeking out and inviting audience participation. Viewers can learn more about the program, get updates on each hero, and even nominate their own heroes through the show's website: [www.directv.com/heroes](http://www.directv.com/heroes). The series will join The 101 lineup alongside other exclusive programming including the daytime drama Passions, Supreme Court of Comedy, Rock and a Hard Place, Championship Gaming Series and Project MyWorld.