

Intel, DIRECTV Advance Digital Home Entertainment Experience; Intel and DIRECTV Announce First Ever Premium Digital Broadcast Entertainment Service to Embrace Intel(R) Viiv(TM) Technology

LAS VEGAS, Jan 05, 2006 (BUSINESS WIRE) -- DIRECTV, Inc., the nation's leading digital television service provider, and Intel Corporation today announced a ground-breaking joint effort to enable remote viewing of DIRECTV's entertainment services and programming to PC screens, laptops, portable media players and set-top boxes through Intel(R) Viiv(TM) technology later in 2006. The move gives DIRECTV's customers a seamless way to enjoy the company's programming from the television, PC and personal consumer electronic devices.

The companies also plan an extensive joint marketing campaign that educates consumers about the benefits of DIRECTV's entertainment experience and Intel's digital home efforts.

Announced today at the 2006 Consumer Electronics Show, DIRECTV expects to enable this capability on the company's next-generation set-top boxes with deployment to customers slated for later this year. The two companies also plan to collaborate on the development of a PC tuner that would enable DIRECTV customers to enjoy the high-quality digital DIRECTV entertainment experience. This would include a broad range of high-definition, exclusive and original programming from DIRECTV's lineup -- available on PCs, laptop computers or other hand-held devices. DIRECTV expects to complete the product verification later this year and provide the tuner through PC makers which offer Intel Viiv technology-based PCs.

"DIRECTV recognizes consumers are viewing television on PCs and portable and mobile devices. The power of Intel Viiv technology will enable us to offer consumers nationwide the best entertainment experience -- when, where and how they want it," said Chase Carey, CEO, DIRECTV, Inc. "Through our strategic relationship with Intel and joint commitment to an industry standards-based approach for securely delivering a premium TV experience on the PC, we will advance how our customers view and enjoy their digital programming."

"Simply said, this effort will help reshape how consumers view their digital programming with a television leader such as DIRECTV embracing the PC and Intel Viiv technology," said Paul Otellini, Intel president and CEO. "DIRECTV is providing its customers with ultimate control over how and when they enjoy their entertainment and information, which also accelerates our shared vision of delivering an easier and more secure digital entertainment experience to families when and where they want it."

The introduction of Intel Viiv technology today marks an effort by Intel to enable a broad choice of entertainment and information from around the world so that consumers can more easily download, view, manage, store and enjoy their content anytime and on a variety of devices.

About DIRECTV, Inc.

DIRECTV, Inc. is the nation's leading digital television service 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. DIRECTV is approximately 34 percent owned by News Corporation.

About Intel Corporation

Intel, the world leader in silicon innovation, develops technologies, products and initiatives to continually advance how people work and live. Additional information about Intel is available at www.intel.com/pressroom.

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