

Written by Administrator
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EL SEGUNDO, Calif., Jan. 22, 2014 – DIRECTV continues to expand its international programming lineup with the addition of TFC's Lifestyle Network, which is now available as part of TFCDirect™ and FilipinoDirect™ Packages. DIRECTV is already the provider of the largest Pinoy entertainment package, and with the addition of the Lifestyle Network, DIRECTV raises the bar even higher in popular Filipino programming.

The Lifestyle Network is one of TFC's premium channels offering an indispensable guide to Filipino daily life, with programs dedicated to music, fashion, travel, home, food and design. The channel provides viewers an opportunity to explore and experience Pinoy's best in lifestyle and popular culture.

"We are thrilled to be adding the Lifestyle Network to our Filipino programming line-up," said Emma Brackett, vice president of Content and Programming,

DIRECTV.

The channel further enhances the variety and breadth of content we provide to our Filipino customers, and shows our continued commitment to delivering the best television experience available."

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Viewers can enjoy shows such as:

- “Curiosity Got the Chef” exhibiting celebrity chef Sharwin Tee’s exquisite culinary skills •

The award-winning “The Kitchen Musical,” featuring a mix of international talent, music, drama and food

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Real-life pilot and producer Joy Roa’s “Asian Air Safari” travel-adventure show, which invites viewers to travel the globe

With the addition of the new channel, DIRECTV offers a total of 11 Filipino channels and the most expansive and comprehensive range of Filipino entertainment including TFC, TFC Lifestyle Network, GMA Pinoy TV, GMA Lifestyle TV, Myx TV, and the DIRECTV-exclusive

SANC, C1NEMA ONE Global, Bro, DZMM, MOR101.1 and INCTV. The new channel is available to subscribers of DIRECTV TFCDirect™ and FilipinoDirect™ packages.

DIRECTV also provides access to more than 285 other channels, including popular English-language networks such as CNN, Discovery Channel, The Travel Channel, The Food Network, Animal Planet, Cartoon Network and Nickelodeon, and more than 195 HD channels. For more information on package selections, consumers can call DIRECTV’s Filipino customer service at 1.888.291.1335 or visit <http://www.directv.com/filipino> .

About DIRECTV

DIRECTV's FilipinoDirect™ Package Now Provides 11 Filipino Channels, including Six Exclusive Channels

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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 more than 37 million customers in the U.S. and Latin America. In the U.S., DIRECTV offers its over 20 million customers access to more than 190 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 13 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 more than 17 million customers. DIRECTV sports and entertainment properties include two Regional Sports Networks (Rocky Mountain and Pittsburgh), and minority ownership interests in Root Sports Northwest and Game Show Network. For the most up-to-date information on DIRECTV, please visit www.directv.com.