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DIRECTV and WeatherNation Enhance Coverage With ‘Local Weather Now’ Instant Access and a New Severe Weather Mix To Be Activated During Major Weather Events

EL SEGUNDO, Calif., and DENVER, Colo., Feb. 10, 2014 – DIRECTV and WeatherNation today announced a slate of new weather services including “Local Weather Now,” a feature that allows customers to access local weather anytime and the first-ever Severe Weather Mix which will provide six channels of interactive weather coverage on one screen during major weather events.

Local Weather Now, a new feature developed in partnership with WeatherNation, offers two ways to access customized local weather information at the zip code level. First, beginning today, customers who are tuned to WeatherNation (channel 362) can press the red button on their remote to access instant local weather conditions and outlook. In addition, later this week, short term and extended weather forecasts by zip code will also be integrated into the live WeatherNation broadcast and run automatically on the channel every 10 minutes.

The new Severe Weather Mix will launch in early March and will be activated during major weather events that are potentially life-threatening. Services on the six-in-one-channel mix will vary depending on circumstances and will include:

- WeatherNation for 24/7 national and regional weather coverage with access to the latest weather news, radar imagery, forecasting and severe weather information in the U.S. and across the globe
- Coverage from local broadcast stations, where available, from affected/nearby areas
- Live remotes from experienced meteorologists in cities experiencing severe weather

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DIRECTV and WeatherNation Enhance Weather Coverage

Page 2

- Live radar channel for tracking severe storms with up-to-the minute storm cell tracking information
- The latest weather advisories from NOAA (National Oceanic and Atmospheric Administration)
- Live coverage from top national news networks such as CNN and Fox News

“We realize that having instant access to local weather is important to our customers and are proud to partner with WeatherNation on these great new services, which will provide more in-depth local and severe weather coverage than any other TV provider,” said Dan York, DIRECTV Chief Content Officer. “We also look forward to an array of additional new enhancements to WeatherNation on DIRECTV that will be announced in the coming weeks.”

“The Severe Weather Mix and Local Weather Now services will utilize cutting-edge technology, compelling graphics, expert forecasting ability and story-telling skills to quickly and conveniently communicate complex patterns and explain weather phenomena to viewers at home,” said Michael Norton, president of WeatherNation TV, Inc. “We are committed to reliable, consistent, round-the-clock weather information that is meteorologically accurate.”

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 more than 37 million customers in the U.S. and Latin America. In the U.S., DIRECTV offers its 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.

About WeatherNation TV, Inc.

WeatherNation TV, Inc., headquartered in Denver, Colo., provides the WeatherNation channel, which offers 24/7 coverage of current and severe weather news and information in a compelling, meteorologist-hosted service available in both HD and SD format to local broadcasters, satellite providers and cable operators. WeatherNation TV is E/I compliant for local broadcasters, is closed captioned and supports EAS. WeatherNation TV is available via local broadcast digital channels in numerous cities including Boston, Minneapolis, Seattle, Denver and Atlanta and is growing monthly. For more information, please contact info@weathernationtv.com or (800) 343-9516. Visit www.weathernationtv.com.

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