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DIRECTV and WeatherNation Sign Multi-year Deal

EL SEGUNDO, Calif., and DENVER, April 2, 2014 – DIRECTV, one of the world’s leading providers of digital television entertainment, announced today they have signed a multi-year agreement with WeatherNation, a multi-format, local, regional and national television weather news service.

“This new multi-year agreement strengthens our relationship with WeatherNation and ensures our customers will have a service that is fully committed to providing all weather related information all the time,” said Dan York, Chief Content Officer for DIRECTV. “The overwhelmingly positive comments we’ve been receiving from customers made the decision to extend our agreement easy and expedient.”

“We’re extremely excited about continuing our relationship with DIRECTV to deliver customized, round-the-clock, accurate weather reporting for its 20 million customers,” said Michael Norton, president of WeatherNation. “We’re looking forward to being a primary TV destination for instant access to the latest weather news, radar imagery, forecasting and severe weather coverage for years to come.”

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WeatherNation offers a news and information service that is 100 percent dedicated to weather reporting with continuous, HD coverage of current and severe weather news and information and real-time storm tracking utilizing 3D graphics and a staff of top meteorologists to give viewers an in-depth understanding of weather conditions. The service is also available on the DIRECTV Everywhere platform for in and out-of-home live streaming.

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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