COLORADO SPRINGS, Colo., June 3, 2008 — DIRECTV, the nation's leading satellite television service provider will launch the MountainWest Sports Network – The Mtn. on Aug. 27. Fans from across the country will now have the ultimate access to Mountain West Conference sports beginning on Wednesday, August 27, in time to kick off the Mountain West Conference’s 10th anniversary season.

The Mtn. will be available on channel 616 on DIRECTV CHOICE™ and above packages for the states servicing Mountain West Conference institutions (Colorado, New Mexico, Nevada, Utah, Wyoming and the designated market areas of Dallas/Fort Worth and San Diego). Customers throughout the remainder of the country will be able to access The Mtn. with a subscription to DIRECTV’s Sportspack.

The Mtn. will broadcast 30 live regular-season football games this season, including six triple-header Saturdays. The network also will telecast over 100 men’s and women’s basketball contests this season in addition to its comprehensive array of news, features, original programming and analysis on MWC teams, coaches and players.

“We’re very excited that DIRECTV will allow college sports fans across the nation to get unprecedented coverage of their favorite Mountain West team,” said Craig Thompson, MWC Commissioner. “Our fans and alumni have been asking for more accessibility to The Mtn., and the DIRECTV launch of the network in August will give them all of the games, news and analysis they’ve been wanting.”

“DIRECTV and The Mtn. will be sports fans’ ticket to the best of Mountain West Conference football and basketball along with a wide array of other sports-related programming,” said Dan Hartman, senior vice president, Programming, DIRECTV, Inc. “We welcome The Mtn. to our industry leading line-up of sports programming and look forward to serving its passionate fans nationwide.”

“Having The Mtn. available nationally on DIRECTV beginning August 27 is an important milestone in the short history of the network and marks the culmination of a tremendous team effort,” said Kim Carver, vice president and general manager of The Mtn. “Many people worked hard throughout this process, and we’re pleased that viewers, who have been very patient and supportive, will now have greater access to The Mtn.’s programming. We have always been committed to obtaining satellite distribution, and we’ll continue our efforts to broaden the availability of the network.”

-more-
About The Mtn.

The MountainWest Sports Network - The Mtn. - premiered on September 1, 2006 as the first network dedicated to a college athletic conference - the Division I Mountain West Conference (MWC). The Mtn. annually covers more than 200 collegiate sporting events, including football, basketball, Olympic sports, and conference championship coverage. The Mtn. also provides news programming, coaches' shows, pre and post game analysis and feature programming about MWC athletics. The Mtn. is jointly owned by Comcast and CBS College Sports Network. For more information, visit www.themtn.tv.

About The Mountain West Conference

From its inception in 1999, the Mountain West Conference (http://themwc.cstv.com) has been committed to excellence in intercollegiate athletics, while promoting the academic missions of its member institutions. The Mountain West Conference is comprised of nine Division I institutions: The United States Air Force Academy, Brigham Young University, Colorado State University, the University of New Mexico, San Diego State University, TCU, UNLV, the University of Utah and the University of Wyoming.

About DIRECTV

DIRECTV, Inc. (NASDAQ:DTV - News), the nation’s leading satellite television service provider, presents the finest television experience available to more than 17 million customers in the United States and is leading the HD revolution with 95 national HD channels – more quality HD channels than any other television provider. Each day, DIRECTV subscribers enjoy access to over 265 channels of 100% digital picture and sound, exclusive programming, industry-leading customer satisfaction (which has surpassed cable for seven years running) and superior technologies that include advanced DVR and HD-DVR services and the most state-of-the-art interactive sports packages available anywhere. For the most up-to-date information on DIRECTV, please visit directv.com