



Media Advisory

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DIRECTV Adds KMSG-39 Azteca América to the Fresno Local Broadcast Channel Lineup

WHAT: DIRECTV, Inc., provider of the nation's leading satellite television service, added KMSG Channel 39 Fresno Azteca América, to the local broadcast channel lineup today. With the launch of Fresno, DIRECTV offers Azteca América in 26 markets, representing more than 72 percent of U.S. Hispanic TV households.

DIRECTV customers in the Fresno designated market area who subscribe to the local channel package can now see a variety of Azteca America's Spanish-language entertainment programming, including worldwide soccer highlight coverage; *Ventaneando America* with Pati Chapoy; *Noticiero Azteca America*, newscasts from Mexico; highly popular novelas and professional Mexican League Soccer matches. TV Azteca, the second largest producer of Spanish-language programming in the world, will provide KMSG-39 with new music platforms, the best in sports programming, new reality show formats, novellas, news and returning hits.

KMSG is being added to the DIRECTV local channel lineup at no additional charge. For access to the channels, consumers can subscribe to the DIRECTV Más™ Spanish-language programming service with its starting package BÁSICO™ for \$29.99/month.

WHEN: Now Available

WHERE: **DIRECTV® Channel 39**
DIRECTV Más™ offers the widest array of Spanish- and English-language programming available and the latest satellite technology, all combined to provide viewers with digital-quality picture and sound at competitive prices. The service provides access to more than 45* Spanish-language channels including top programming from Mexico, Central and South America, Puerto Rico, the Dominican Republic and Spain. DIRECTV Más™ programming offers sports, movies, music, news and educational networks, and access to more than 250 English-language channels of DIRECTV® programming, featuring the largest selection of pay per view choices and sports programming available. For pricing please visit DIRECTVmas.com or call 1-866-363-1212.

*Includes English-Language broadcast channels with alternate Spanish audio.

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