



NDTV EXPANDS ITS PRESENCE IN THE US –LAUNCHES NDTV GOOD TIMES & NDTV PROFIT

New Delhi, May 8, 2009: Making the South Asian business and lifestyle trends available to the US audience, NDTV Limited, India's leading Media and Entertainment Company, has launched NDTV Profit and NDTV Good Times on DIRECTV Inc., No. 1 satellite TV service in US.

Announcing the launch, Rahul Sood, Head - Affiliate Sales & Distribution, NDTV Group, said "The US has been keenly following the trends emerging in South Asia – right from politics to business to lifestyle. With NDTV 24x7 already available on DIRECTV, we're glad to extend our relationship by offering the US audiences a complete insight into all that what India has to offer,"

"I am very confident that DIRECTV's viewers will enjoy & appreciate the additional channels from the NDTV stable and this will give a further fillip to Brand India.", **he added.**

"The launch of NDTV Good Times and NDTV Profit on DIRECTV's International programming platform allows us to deeply engage the South Asian audience in the U.S. while strengthening our commitment to provide the highest-quality programming," **said John de Armas, Vice President, WorldDirect, Inc.** "Our exclusive content gives the U.S. Indian community a memorable television experience that is available only on DIRECTV. The channels are most sought after Indian channels in the United States and are only available on DIRECTV's international programming platform," **he added.**

About NDTV

NDTV Ltd, founded in 1988, is India's largest news and infotainment network. It is home to the country's best and brightest reporters, anchors, camerapersons and producers; 23 offices and studios across the country host India's most modern and sophisticated production, newsgathering and archiving facilities. NDTV has an unmatched track record of launching the most successful news channels in India and three abroad: Its flagship channel NDTV 24x7 is a clear leader in the English news segment, NDTV Profit, a 24-hour business plus channel, is India's leading business news channel, and NDTV India is amongst the country's most credible Hindi news channels. NDTV is credited with pioneering several broadcasting and programming initiatives in Indian television setting award winning benchmarks in reporting and production. The group has now expanded into one of the nation's biggest broadcasting houses by growing beyond news into Entertainment and Lifestyle Broadcasting, Media Process Outsourcing and Convergence.

About DIRECTV, Inc.

DIRECTV, Inc. (NASDAQ:[DTV](#) - [News](#)), the nation's No. 1 satellite TV service, presents the finest television experience available to more than 17.6 million customers in the United States and is leading the HD revolution with more than 130 HD channels. 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 national cable companies for eight 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 call 1-800-DIRECTV or visit www.directv.com.

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