

**PRESS RELEASE****DIRECTV reiterates its commitment to its subscribers as a source of information, entertainment and education**

The company will expand its programming grid and provide educational TV-programming before the school closures. In addition, it will also make its transmission available to broadcast public service announcements.

**March 16, 2020** - During times like these, when the countries' authorities recommend or even demand citizens to stay at home, television plays a fundamental role as a source of information, entertainment and education.

Aware of its social role, DIRECTV has implemented a series of measures to ensure, first and foremost service to all its subscribers as well as looking after the well-being of its employees and the community.

**MORE PROGRAMMING TO STAY AT HOME:**

The company has expanded its entertainment offer, free of cost and will add, starting this week, a greater number of signals to its programming. In this way, all clients will access the most complete DIRECTV grid until March 31.

All these benefits are being offered in addition to the streaming programming offer that DIRECTV provides through the DIRECTV GO app: all its subscribers can access the streaming free of charge allowing them to binge-watch series and movies on demand, on any device as well as on their TVs through Roku, Chromecast and Apple TV.

**EDUCATIONAL TELEVISION IN LIGHT OF THE IMMINENT SCHOOL CLOSURES:**

Furthermore, the release of the Escuela Plus Channel (804) has been added. This release last 30 days and will provide educational content in light of the imminent school closures in several countries in Latin America. It will become an invaluable alternative for the continuity of the children's education. Escuela Plus is a Corporate Social Responsibility program that provides educational TV in rural schools, and which DIRECTV has brought to almost 10 thousand establishments in Latin America, along with its partners: Disney, National Geographic, Discovery, Torneos and Takeoff Media.

**THE TV-SCREEN AS A SOURCE OF COMMUNICATION OF PUBLIC HEALTH ANNOUNCEMENTS:**

In addition, DIRECTV has offered its transmission to all screens to facilitate spreading prevention and informational campaigns related to the virus in all countries, among them Peru. We also recorded our own spot with our DIRECTV Sports journalists, who under the slogan #quedateentucasa made all citizens aware about the importance of not leaving their homes unless it becomes strictly necessary

"During these complex times, we will double our commitment to our 8 million clients in the region and appreciate their trust. In the Latin American countries, where we are present, we are the source of entertainment for those families who must stay at home. We are their main source of information about the current situation, we are allies of the governments communicating public health announcements and now we are also the ones who contribute to maintain the students' school continuity by offering Escuela Plus educational content," said Michael Bowling, president of DIRECTV Latin America.

## **REMOTE WORK FOR EMPLOYEES:**

In regard to its own employees, DIRECTV has decided starting Monday, March 16, that all those who can carry out their tasks remotely, will work from their homes. In order to minimize the risk of contagion in such cases in which working remotely is not a possibility we will be taking all the precautions indicated by the Ministries of Health of each country.