

PRESS RELEASE

**LaLiga Santander brings music and sport together
in the fight against Coronavirus on DIRECTV Sports**

Athletes and renowned musicians will be part of "LaLiga Santander Fest". From their homes Rafa Nadal, Sergio Ramos, KoKe, Rakitic, among others, will participate in the benefit with Alejandro Sanz, Sebastian Yatra, Luis Fonsi, and more outstanding artists

The proceeds will go towards the purchase of medical supplies
The festival will take place next Saturday, March 28 from 2PM (Argentina), 12PM (Colombia) on DIRECTV Sports (610 SD and 1610 HD).
The event will also be available on the DIRECTV GO* streaming platform

March 26, 2020 – Faced with the postponement of all sporting events and the recommendation to remain home to avoid the contagion and spread of COVID – 19 LaLiga, with the collaboration of Banco Santander, Universal Music and its sponsors, brings the first-ever festival with the clubs – through some players – and renowned artists. In order to raise funds to purchase medical supplies, more than twenty LaLiga Santander footballers and great artists will be present at "LaLiga Santander Fest". Alejandro Sanz, David Bisbal and Aitana, among others, will join forces with players from the teams that participate in LaLiga Santander of Spain.

Sergio Ramos (Real Madrid), Koke (Atletico Madrid), Ivan Rakitic (FC Barcelona) and Cazorla (Villareal) are some of the soccer players supporting the initiative and joining "LaLiga Santander Fest".

DIRECTV Sports is committed to continuing to bring DIRECTV subscribers the best sports entertainment.

SCHEDULE

Saturday, March 28, 2020 from 2PM (Argentina), 12PM (Colombia) LaLiga Santander Fest DIRECTV Sports 610 / 1610HD

*Not available on DIRECTV GO in Mexico

About DIRECTV Latin America:

DIRECTV delivers the best entertainment experience. Every day DIRECTV subscribers in Latin America enjoy 100% digital quality and sound, industry-leading customer service, technological

superiority, the most differentiating HD content including original and exclusive series streaming, full coverage of the most important events, leagues and sports packages and the possibility to enjoy programming on different screens where and when the user prefers. For more information, visit www.directvla.com.

About DIRECTV GO:

With DIRECTV GO, users can access content how and when they want through different devices, such as smartphones, tablets, laptops, computers, or Smart TVs. DIRECTV GO is an over-the-(OTT) service that offers online access to a variety of programs in different Latin American countries. It includes access to linear, live channels, On Demand and sports content, and premium programming subscription option. DIRECTV GO is a Vrio service offered by its affiliated company Latam Streamco Inc. It is also available at no additional cost to DIRECTV satellite TV subscribers in Argentina, Chile, Colombia, Ecuador, Peru and Uruguay, thanks to an agreement between Vrio and DIRECTV satellite TV service providers. More information at:

www.DIRECTVGO.com