

PRESS RELEASE**DIRECTV GO integrates the best educational entertainment from Escuela Plus, in support of families during the contingency**

During the school closings in the country, DIRECTV GO launches Aprendiendo con Escuela Plus for users in Mexico, a new educational entertainment option to accompany families at home.

Mexico City, April 2, 2020 – As a way to contribute to school continuity for families that are staying at homes, DIRECTV GO strengthens its commitment as a source of information, entertainment and education, by launching Aprendiendo con Escuela Plus (“Learning with Escuela Plus”), a set of content with the best educational entertainment for children, available on April 1, for parents to share it with their children anytime, anywhere.

“We want to reinforce our commitment as an entertainment company to support our customers in Mexico”, said Michael Bowling, President of DIRECTV Latin America. “Today we contribute our educational contents to continue with children’s education through our screen, during and after this contingency.”

Escuela Plus is a free educational program aimed at rural schools in Latin America, with the objective of bridging the social and technological divides, bringing audiovisual content that complements the educational plans of Elementary and Middle schools.

Starting on April, the Aprendiendo con Escuela Plus set of content can be found within the Me quedo en casa (“I stay home”) and Kids sections. Discovery content is available in the basic package and content from National Geographic in the FOX Premium package.

In Discovery, families can find TV shows like “Agent Binky: Pets of the Universe”, “Cleo y Cuquín: Familia Telerín”, “Earth to Luna”, “Las microaventuras de Tito”, “Pat the Dog”, “Mini Beat Power Rockers”, “The Ollie & Moon Show”, “Peppa Pig” and “Charlie, the Interviewer of Things”.

Highlights from the National Geographic Channel include “ICO BIT ZIP”, “Opa Popa Dupa”, “Opaventuras”, “The Diary of Bitá and Cora”, “Las aventuras de Pilar”, “NAT GEO LAB”, “Brain Games” and the documentary “Baby on Demand”.

Users can purchase DIRECTV GO’s basic package for \$299 MXN a month, with a 7-day trial and a special launch promotion which includes HBO’s premium programming for twelve months. Once the promotional twelve months are over, HBO

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will have a \$169 MXN monthly fee. Additionally, subscribers can choose the Fox Premium package for \$149 MXN.

Through this initiative, DIRECTV GO aims to support families with premium content with educational purposes, as a new option for learning from home.

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