

## DIRECTV Cinema

DIRECTV subscribers are heavy movie consumers and advertisers can now reach them in the most natural and uncluttered environment through DIRECTV Cinema™, DIRECTV's quality pay-per-view film service.

### MALTIN MINUTE

Renowned film critic, Leonard Maltin, hand selects and reviews new DIRECTV Cinema films each month. This Maltin Minute airs directly prior to the film (1 to 2 minutes long). Leonard Maltin also hosts a 1 minute segment where he thanks the viewers for choosing DIRECTV Cinema and informs them how to order. Either the Maltin Minute or the Maltin How-To-Order segment will air directly prior to each film.

With the Maltin Minute Sponsorship, one exclusive theatrical :30 commercial or full trailer (up to 2:30 minutes) will be placed in front of the Maltin segment at the start time of EVERY available DIRECTV Cinema film.

The full trailer will also be readily accessible to viewers through our DVRs under the Top Movies tab, clickable poster on the DIRECTV on Demand home page, and air in prime time on DIRECTV's exclusive commercial-free network, The 101.

Reach 2.5MM to 3.5MM movie enthusiasts each week in an exclusive environment! Maltin Minute Sponsorships are sold on a 1 week basis and require a media schedule.

