

UNCUT AND COMMERCIAL FREE PROGRAMMING ON The 101[®] NETWORK

A channel exclusive to DIRECTV, The 101 Network is home to smart, riveting, uncut and commercial-free exclusive entertainment that represents a unique platform in advertising options. Sponsorship opportunities include billboards, sweepstakes, vignettes and product placement interaction.

DAMAGES

DIRECTV brings you Damages, the critically-acclaimed legal thriller starring Glenn Close as a cut-throat litigator who will stop at nothing to uncover the truth. Nominated for 19 Emmy[®] Awards, Damages is a spine-chilling series that keeps viewers on the edge of their seat. Get hooked from the beginning when season one premieres January 5th at 10pm ET/PT. And, get ready for an all new season coming in Summer 2011, exclusively on DIRECTV.

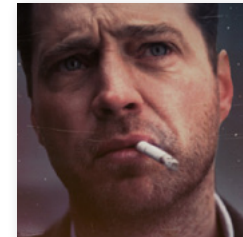
Sponsorship opportunities available: 59 x 1 hr. episodes



CALL ME FITZ

Call Me Fitz is about a morally bankrupt used car salesman who is forced to become business partners with his inner conscience, Larry, a prissy do-gooder with a heart of gold intent on healing Fitz's mangled psyche, one hilarious disaster at a time.

Sponsorship opportunity available: 13 x 30 min episodes



THE WIRE

DIRECTV continues to provide subscribers with distinctive and exclusive programming with the premiere of one of television's most heralded series, The Wire, on The 101 Network. Never before available in HD, all five seasons of the Peabody Award-winning series will air uncut and commercial free for the first time since its run on HBO, compliments of DIRECTV. Set in the city of Baltimore, The Wire is a brilliant portrayal of the decaying infrastructure of American urban life. With each season focusing on a different facet of the city (the drug trade, the port, city government and bureaucracy, the school system and the print news media), The Wire is an uncommonly deep exploration of sociopolitical themes, examining the effect these institutions have on the inhabitants of the city. Sundays at 9 pm ET/PT.

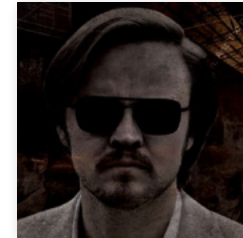
Sponsorships opportunities available: 60 x 1 hr. episodes



UNDERBELLY

The award-winning Australian miniseries trilogy is now making its US premiere on The 101® Network. Underbelly: The Golden Mile is set in Kings Cross in 1988 to 1999, and tells the story of the excesses and collapse of the drug empire and the chaos that followed, seen through the eyes of some of the most sexy, charming, corrupt and deadly people of the time. Sundays at 11 pm ET/PT.

Sponsorship opportunities available: 13 x 1 hr. episodes



BROTHERHOOD

Set in a neighborhood in Providence, Rhode Island, the series revolves around the Irish-American Caffee brothers. Tommy is a local politician and Michael is a professional criminal involved with New England's Irish Mob. The series was inspired by real-life Irish American brothers from the Irish neighborhood of South Boston: James "Whitey" Bulger, Jr., a gangster who has been on the F.B.I.'s Most Wanted List as a fugitive from justice, and Senator William Bulger, a powerful state politician who was President of the Massachusetts Senate and later president of the University of Massachusetts higher educational system. Sundays at 10 pm ET/PT

Sponsorship opportunities available: 29 x 1 hr. episodes



TRAILER PARK BOYS

Trailer Park Boys is a popular Canadian mockumentary television series focusing on the misadventures of a group of trailer park residents, some of whom are ex-convicts, living in fictional Sunnyvale Trailer Park, located in Halifax Regional Municipality, Nova Scotia.

Sponsorship opportunities available



THE DAN PATRICK SHOW

Syndicated sports talk radio host Dan Patrick brings his irreverent wit and wry humor to DIRECTV's The 101® Network with the televised broadcast of his nationally syndicated weekday radio program. Sponsorship opportunities available: 5 x 3 hr. live broadcasts a week plus replays



DIRECTV CONCERT SERIES

The 101® Network offers exclusive long-form concerts from today's biggest artists such as Radiohead, Black Crowes, Rush, Jethro Tull, Queen & Paul Rogers, Third Eye Blind, Iron Maiden, Sugarland, Toto and Montgomery Gentry from the best venues. Sponsorship opportunities available: Approximately 25-30 concerts in 2011

