

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.

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. Premieres July 18th at 9pm ET/PT. .

Sponsorships opportunities available: 60 x 1 hr. episodes



FRIDAY NIGHT LIGHTS

Fans are looking forward to the 5th and final season to air Fall 2010, exclusively on The 101® Network. Hailed as one of the Top-10 shows by numerous publications such as Time magazine, Entertainment Weekly and the New York Times, "Friday Night Lights" also has been honored as an American Film Institute (AFI) Television Program of the Year, and received a Peabody Award and Emmy. Premieres October 27th at 9 pm ET/PT.

Sponsorships opportunities available: 13 x 1 hr. episodes



UNDERBELLY

The award-winning Australian miniseries trilogy is now making its US premiere on The 101® Network. *Underbelly: A Tale of Two Cities* is loosely based on real events that stemmed from the drug trade in New South Wales from 1976 to 1987; *Underbelly: The Golden Mile* (Fall 2010) 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; and *Underbelly: War on the Streets* (2011) retells the real events of the gangland war in Melbourne that took place between 1995 and 2004.

Sponsorship opportunities available: 39 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. Sponsorship opportunities available: 29 x 1 hr. episodes



SUPREME COURT OF COMEDY

Justice will be served with lots of laughs in the upcoming 3rd season of DIRECTV's original series, Supreme Court of Comedy. The series is a comedic twist on TV court reality shows. Top comedians such as Kevin Nealon, Jamie Kennedy & Jeff Garlin represent real people and real disputes before "Chief Justice" Dom Irrera at the world famous Laugh Factory. Wednesdays at 10 pm ET/PT. Sponsorship opportunities available: 13 x 30 min. 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 2010



FARM AID 2010

The 101® Network brings you Farm Aid 2010, the 25th annual live concert which headlines Willie Nelson, Neil Young, John Mellencamp and Dave Matthews. Since its inception in 1985, Farm Aid has attracted a variety of major artists to perform in support of raising funds to keep family farmers in business. Previous years featured Bob Dylan, Tom Petty, Sheryl Crow, Bon Jovi, The Allman Brothers and Counting Crows.

Sponsorship opportunities available: 1 x 6 hr. live events plus 4 x 1 hr. specials



CELEBRITY BEACH BOWL 2011

The DIRECTV Celebrity Beach Bowl has quickly established itself as the most original and entertaining daytime event during Super Bowl weekend. This annual event pits professional athletes against celebrities in a football game, providing fresh content and incredible brand value to sponsors involved. The Beach Bowl begins with a pre-game show and wraps up with a concert after the game. Artists pending for 2011.

Sponsorship opportunities available

