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## GOLTV HD SCORES FIRST AFFILIATE -- DIRECTV

*The Country's First Non-Broadcast-Originated HD Bilingual Network Offers the World's Most Popular Sport, Soccer in Spanish and English*

MIAMI - May 11, 2010 -- [GoITV](http://www.goltv.com), the nation's only independent bilingual channel delivering the most sought-after international fútbol, announced today that DIRECTV will be the first multi-channel video provider to sign-up to carry GoITV's newest network, **GoITV HD**. This is the country's first Spanish and English original network that is not offered as an over-the-air broadcast channel.

The network taps into multiple highly desirable demographics by appealing to the 80 million international soccer TV fans in the U.S., as well as the fastest growing demographic in the country - Hispanics. The service will launch on DirecTV in August after the World Cup and be available to all DirecTV HDTV customers.

The all-soccer network's new HD channel will feature GoITV's full programming lineup in 1080i HD, with sound in state-of-the-art Dolby AC3, for a fully immersive viewing experience. Coverage includes live and primetime coverage of Spain's La Liga, Germany's Bundesliga, the UEFA Europa League, and Brazil's Campeonato Paulista and Brasileirão, among others.

"Sports and live events drive TV viewership and subscription. The upcoming 2010 World Cup in South Africa will once again prove how soccer dominates the sports landscape. Now is the time for all programming providers to meet the enormous hunger by fans, advertisers and subscribers," said Rodrigo Lombello, COO of GoITV. "As our first affiliate to commit to offer GoITV HD, DIRECTV is adding compelling program that speaks to the fast-growing American soccer fans and to all Hispanic households."

GoITV HD will be delivered as a full simulcast of the GoITV standard definition channel. During the first year of GoITV HD soccer fans can expect to see over 250 matches in pure HD, as well as their favorite highlight and magazine shows like *La Liga 360*, *Hallo Bundesliga* and *Bundesliga Magazine*. *GoITV News*, the nation's only weeknight show 100 percent dedicated to soccer news, will also be presented in high-definition.

Programming schedules and more information is available online at [www.goltv.tv](http://www.goltv.tv).

### **About GoITV**

GoITV delivers live and primetime coverage of the world's highest level of professional soccer. Founded in 2003 and led by Chief Executive Officer and former international fútbol superstar,

Enzo Francescoli, GolTV is the country's only independently-owned bilingual soccer network and the first channel conceived and operated by professional athletes. GolTV is the original all-soccer channel with unsurpassed exclusive TV rights, featuring over 6,000 hours of pure soccer action and a diverse mix of soccer programming, including the country's only weeknight soccer news program, *GolTV News*. GolTV is one of the country's most popular networks among Hispanic viewers as well as marketers targeting all U.S. soccer fans. The company recently launched GolTV Móvil, offering mobile phone subscribers exclusive news, updates, scores and video of their favorite teams, leagues and tournaments on the go. For more information, visit [www.goltv.tv](http://www.goltv.tv).

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