The Boeing Company Announces Major Commercial Satellite Contract

Boeing [NYSE:BA] announced today it received a contract by DIRECTV to build three Boeing 702 model satellites. These spacecraft will provide DIRECTV with unprecedented national and local broadcast coverage in High Definition Television (HDTV).

Three 702 satellites, dubbed DIRECTV 10 and DIRECTV 11, an on-ground spare and six KA band uplink sites will enable DIRECTV to significantly expand broadcasting to their customers across the continental United States, Hawaii, and Alaska. In addition to expanded national HDTV broadcasting, standard definition television broadcasting, and interactive television, DIRECTV 10 and DIRECTV 11 will provide the capability for DIRECTV to broadcast local HDTV to 90 percent of their customers.

"This contract is a testament to our relationship with DIRECTV, and to the value, service and robust technology we continually provide," said Dave Ryan, vice president and general manager, Boeing Satellite Systems. "It is a validation of Boeing's world leadership in the development of satellites with unsurpassed capacity, performance and cost-efficiency -- the 702."

This year, Boeing Satellite Systems received recommendation by an independent auditor for IS0 9001 certification. Coupled with achieving CMMI Level 5 and through implementing aggressive quality and cost saving initiatives, the company continues to provide customers with reliable satellite systems.

"Over the course of our decade-long relationship with Boeing, we have continually been impressed with the caliber and value of satellites they build," said Chase Carey, president and CEO of The DIRECTV Group. "These powerful satellites will enable us to expand our broadcast of comprehensive programming throughout the United States."

A unit of The Boeing Company, Boeing Integrated Defense Systems is one of the world's largest space and defense businesses. Headquartered in St. Louis , Boeing Integrated Defense Systems is a $27 billion business. It provides network-centric system solutions to its global military, government, and commercial customers. It is a leading provider of intelligence, surveillance and reconnaissance; the world's largest military aircraft manufacturer; the world's largest satellite manufacturer and a leading provider of space-based communications; the primary systems integrator for U.S. missile defense and Department of Homeland Security; NASA's largest contractor; and a global leader in launch services.

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