Boeing Delivers Newest DIRECTV Satellite to Sea Launch Home Port

ST. LOUIS, Jan. 29, 2008 -- The Boeing Company [NYSE: BA] today announced the delivery of DIRECTV 11, the second of three new Boeing-built satellites for DIRECTV, Inc., to the Sea Launch Home Port in Long Beach, Calif. The satellite is scheduled to launch on a Sea Launch Zenit-3SL rocket in March from the equatorial launch site in the Pacific Ocean. Boeing delivered the satellite on Jan. 26.

"The successful completion and delivery of DIRECTV 11 underscores Boeing's commitment to program execution," said Craig Cooning, vice president and acting general manager of Boeing Space and Intelligence Systems. "This is the ninth Boeing-built DIRECTV satellite, and once again we've convened the best-of-industry to deliver this highly capable DIRECTV 11 satellite."

DIRECTV 11 is a 702-model satellite with on-board technology that will enable DIRECTV to continue to expand its industry-leading lineup of quality high-definition television (HDTV) programming. DIRECTV 11, combined with the DIRECTV 10 satellite launched last year, will provide DIRECTV with the capacity for 150 national HD channels and 1,500 local channels.

"Advanced satellites like DIRECTV 11 exemplify the superior technology that DIRECTV employs to deliver an unparalleled TV experience for its more than 16.6 million customers," said Romulo Pontual, DIRECTV's chief technology officer. "We are looking forward to the launch that will further strengthen DIRECTV's position as the leader in HD."

Continuing a successful 14-year relationship, Boeing satellites help expand DIRECTV's market by providing cutting-edge technology that began with the launch of DIRECTV 1. DIRECTV 11 continues that tradition and will provide direct-to-home broadcasting power to bring the brilliance of satellite-delivered HDTV into millions of households.

A unit of The Boeing Company, Boeing Integrated Defense Systems is one of the world's largest space and defense businesses specializing in innovative and capabilities-driven customer solutions. Headquartered in St. Louis, Boeing Integrated Defense Systems is a $32.4 billion business with 72,000 employees worldwide.
###
Contact Info:
Eric Warren
The Boeing Company
(310) 335-6314
eric.c.warren@boeing.com
Lewis Brinson
The Boeing Company
(310) 364-6125
lewis.b.brinson@boeing.com