Boeing Delivers 4th High-Definition TV Satellite to DIRECTV

ST. LOUIS, July 21, 2008 -- The Boeing Company [NYSE: BA] today announced that DIRECTV Inc. has taken on-orbit delivery of the DIRECTV 11 satellite, which will continue to expand DIRECTV's industry-leading lineup of high-definition television channels and services to millions of households in the United States.

Sea Launch launched DIRECTV 11 March 19 on a Sea Launch Zenit-3SL rocket from the launch services company's equatorial launch site in the Pacific Ocean. (Boeing is a 40 percent partner in Sea Launch.) The newest spacecraft in DIRECTV's fleet will begin transmitting additional national high-definition signals for the nation's leading satellite TV provider, and expand DIRECTV's HD platform to up to 150 national channels and local HD channels in well over 100 markets by this fall.

"The Boeing and DIRECTV teams worked together to ensure that this satellite and its systems are ready to begin broadcasting television programs in high definition into homes throughout the United States," said Craig Cooning, vice president and general manager of Boeing Space and Intelligence Systems. "The spacecraft was handed over eight days ahead of schedule, and we are pleased to have a role in assisting DIRECTV with the expansion of their service to customers."

DIRECTV 11 is the fourth Ka-band Boeing 702 satellite built for DIRECTV at Boeing's satellite manufacturing facility in El Segundo, Calif. The facility encompasses approximately 1 million square feet and is the largest state-of-the-art dedicated satellite factory in the world.

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 $32.1 billion business with 71,000 employees worldwide.
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