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Media Contact:

DIRECTV
Naomi K. Rodriguez
310.964.4821
nkrodriguez@directv.com

Diana Delgado
305.441.5334
diana@hispanicusa.net

East L.A. Classic Theatre
Sara Rubalcava-Beck
213. 673-1362 Ext. 202
sara@msbideas.com

DIRECTV Más Launches New Óptimo Más Bilingual Programming Package At Star-Studded Event Benefitting East L.A. Classic Theatre

***Event Features Carlos Mencia and a Who's Who
of English and Spanish language Television and Film;
Proceeds to Strengthen Literacy Development for Underserved Youth***

LOS ANGELES, Calif., May 14, 2009 – Carlos Mencia and a host of English and Spanish language television stars will join DIRECTV Más as it sponsors a star-studded benefit for East L.A. Classic Theatre (ECT), and launches Óptimo Más, a bilingual Latino-focused programming package, on Sunday, May 17, 2009 from 5-8 p.m. at The Conga Room @ L.A. Live, located at 800 West Olympic Blvd. in downtown Los Angeles.

The event will begin with a red carpet VIP reception from 4-5 p.m. followed by top-line entertainment featuring comedian **Carlos Mencia**, other guest performances, hosted by **Tony Plana** and with appearances by celebrities including **Maria Conchita Alonso, Sergio Arau, Yancey Arias, Yareli Arizmendi, Ed Begley, Jr., Nestor Carbonell, Charytin, Chef Lala, Culture Clash (Richard Montoya, Rick Salinas, and Herbert Siguenza), Wanda de Jesus, Hector Elizondo, Lina Esco, Andy Garcia, Chris Gorham, Louis Gossett, Jr., Felicity Huffman, William H. Macy, Harry Lennix, Mario Lopez, Maridalia, Constance Marie, Esai Morales, Rob Morrow, Marisol Nichols, Edward James Olmos, Carlos Peña, Elizabeth Peña, Teresa Quevedo, Michael Richards, Adam Rodriguez, Freddy Rodriguez, Antonio Sabato, Jr., Tony Shalhoub, Jimmy Smits, Wilmer Valderrama, Lauren Vélez, Vivian Wu, Eduardo Xol, Yasmin and Crash (“The Chicas Project”), and many more to be announced. Surprise legendary artists from classic Chicano bands will perform their signature hits. All proceeds from the event will support ECT’s innovative literacy programs and adapted Shakespeare productions to underserved youth throughout the greater Los Angeles area. These programs use theater to facilitate language acquisition and develop literacy skills while cultivating an appreciation for classic literature.**

DIRECTV Launches Óptimo Más and Supports The East L.A. Classic Theatre

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In alignment with ECT's purpose of strengthening Latino communities through arts and education, DIRECTV created DIRECTV Más to offer Spanish-English programming services to Latino viewers. Now, DIRECTV Más announces Óptimo Más, the bilingual programming package that combines the best Spanish and English programming available for today's Latino household. Altogether, the Óptimo Más bilingual programming package includes more than 50 Spanish-language channels, over 100 English-language channels, and 15 HD channels.

"Our Óptimo Más bilingual programming package is about bringing the best programming from the Spanish and English language world to our customers," said John De Armas, vice president of WorldDirect and the head of DIRECTV Más. "This is in perfect alignment with what Tony has created with ECT, so supporting his efforts to touch the lives of our bicultural youth made all the sense in the world to us at DIRECTV Más."

"Our partnership with DIRECTV Más represents a perfect union," said ECT Executive Artistic Director and Founder Tony Plana. "DIRECTV's Óptimo Más programming attempts to reach across language and cultural barriers allowing them to complement each other much like our Beyond Borders literacy program uses theater to address the educational needs of our at-risk, bilingual/bicultural children. Both our missions mirror each others' passionate dedication to authentically reflect and celebrate the diversity of American society."

Ed Hardy has designed a custom bracelet and dog tag, which symbolizes DIRECTV Más' and East L.A. Classic Theatre's common goals to inspire and educate the Latino community through culturally relevant initiatives. These exclusive accessories will be available online for purchase at www.eastlaclassic.org with all proceeds benefiting the work of East L.A. Classic Theatre.

For event ticket sales and sponsorship information, visit www.eastlaclassic.org/events or contact ECT by telephone at (213) 572-0121, Ext. 102. For more information on the DIRECTV Optimo Más Bilingual Programming package, call (866) 501-1Mas (627) or visit www.directvmás.com. **High resolution photos of the event will be available on Sunday, May 17, at 8 p.m. PST at the following address:**

<http://www.eastlaclassic.org/eventpics>. **B-roll available May 18, 2009 after 10 a.m. PST at:**

<http://www.hispaniclifestyle.com/eastlaclassic>.

About DirecTV Más™

DIRECTV Más™ offers the widest array of Spanish and English-language programming available using the latest satellite technology to provide top quality digital pictures and sound at competitive prices. This access includes more than 55* Spanish-language channels featuring top programs from Mexico, Central and South America, Puerto Rico, the Dominican Republic, and Spain, and more than 220 English-language channels. DIRECTV Más™ offers sports, movies, music, news, and educational networks, and features the largest selection of pay per view choices and sports programming available. For pricing, visit DIRECTVMás.com or call 1-866-501-1Más (627). *Includes English-Language broadcast channels with alternate Spanish audio.

About East L.A. Classic Theatre

East L.A. Classic Theatre (ECT) is a 501(c)3 non-profit organization incorporated in 1995 by actor Tony Plana and other Latino artists. ECT integrates professional actors into engaging, culturally relevant English language development programs as a part of school curriculums and after-school programs. ECT is the only Latino-based theater company to offer Shakespeare to underserved youth. The organization has employed more than 600 actors, facilitated literacy development to more than 20,000 children, and performed for over 250,000 students and families throughout Los Angeles, San Bernardino, Orange, and Riverside counties. For more information about ECT visit www.eastlaclassic.org or call (213) 572-0121.