



Media Information

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Tuesday's Win Marks Second Highest-Rated Regular Season NHL Game on FSN Pittsburgh

Last night's Pittsburgh Penguins win over the Buffalo Sabres garnered the second highest NHL regular season rating on FSN Pittsburgh, according to Nielsen Media Research. The game, which averaged an 11.73 HH rating, was the first for the Pens coming off the *Olympic* break and was viewed by more than 134,800 households in the Pittsburgh DMA.

"The buzz of the gold medal game no doubt generated a halo effect and prompted not only our core fans, but also many new viewers to watch the *Olympic* heroes' return on FSN Pittsburgh. This is evident by our second highest regular season rating of all time," said Ted Black, Senior VP/General Manager, FSN Pittsburgh. "As the Penguins keep winning and as they move closer to the playoffs, I think we will see more and more people tuning in."

Thirteen of the Top 20 Highest Rated Regular Season NHL Games on the regional sports network have occurred in the current 2009-10 season. The highest rating of a regular season Penguins game in FSN Pittsburgh history still remains the 15.9 mark for the first game during which Mario Lemieux returned to the team in December 2000.

FSN Pittsburgh currently leads all FOX regional sports networks in NHL game ratings and did so in the 2007-08 and 2008-09 seasons.

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FSN Pittsburgh telecasts more than 2,000 hours of local programming each year including the Pittsburgh Pirates, Penguins and Steelers. FSN Pittsburgh also carries athletic contests and programming from the University of Pittsburgh, West Virginia and the WPIAL, among others. The network's extensive offering of live events and ancillary programming is also available in high definition on FSN HD and reaches 2.3 million cable and satellite homes in Pennsylvania, West Virginia, Ohio and Maryland. FSN Pittsburgh is based in Pittsburgh, PA, and is a subsidiary of DIRECTV Sports Networks, which also operates the regional sports networks FSN Northwest and FSN Rocky Mountain (and sub-region FSN Utah). The three networks combined reach more than 8.5 million viewers across 17 states and own exclusive programming and distribution partnerships with more than 25 teams and conferences. DIRECTV Sports Networks is a controlled subsidiary of DIRECTV, the world's most popular television service.