



## **Oral Roberts University's Golden Eagle Broadcasting Signs Distribution Deal with DIRECTV**

Tulsa, Okla., (June 23, 2010) – The Oral Roberts University national broadcast, Golden Eagle Broadcasting, announced today that it has reached a distribution agreement with DIRECTV that will make the network available to all DIRECTV customers starting June 23, 2010 on channel 363\*.

“Given its vast reach across the United States, we are excited to be launching on DIRECTV. This will allow ORU alumni, current students, prospective students, their families and the nation to see academic, spiritual, and athletic opportunities available at ORU,” said Dr. Mark Rutland, President of Oral Roberts University.

“This was a dream of the founder and former Chancellor of ORU, Oral Roberts, who launched GEB in January of 1996. His vision was to go into every man’s world, and that is what GEB is doing today,” said Walter H. Richardson, GEB President.

The focus of GEB programming will include educational teachings from Oral Roberts University, as well as the nationally recognized athletics of the Golden Eagle men’s and women’s sports. GEB will also broadcast the best in the inspirational and health arena.

“We are excited to offer DIRECTV viewers a well-rounded and Family Safe® viewing experience,” said Amy Massey Calvert, Vice President of Sales and Marketing at GEB.

DIRECTV, the world’s most popular video service, offers its 18.6 million customers 150 HD channels, access to exclusive sports programming such as NFL SUNDAY TICKET™, award winning technology like its DIRECTV® DVR Scheduler and higher customer satisfaction than the leading cable companies for nine years running. For the most up-to-date information on DIRECTV, call 1-800-DIRECTV or visit [directv.com](http://directv.com).

\*DIRECTV customers will need HD Access and HD equipment to view GEB.

—30—

### **CONTACTS:**

Walter Richardson, Golden Eagle Broadcasting; 918-495-6383, [wrichardson@oru.edu](mailto:wrichardson@oru.edu)

Amy Calvert, Golden Eagle Broadcasting; 918-495-6651, [acalvert@oru.edu](mailto:acalvert@oru.edu)

Robert Mercer, DIRECTV Public Relations; 310-694-4683, [rgmercerc@directv.com](mailto:rgmercerc@directv.com)