

FOR IMMEDIATE RELEASE

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***David Belmonte Named New General Sales Manager of ROOT SPORTS***

**DENVER – ROOT SPORTS<sup>™</sup>** announced today that the network has hired Dave Belmonte as General Sales Manager of ROOT SPORTS Rocky Mountain Region. Belmonte will oversee advertising sales of the regional sports network based in Denver, reporting to General Manager David Woodman. Belmonte officially joins the Denver-based network in February.

Belmonte comes to ROOT SPORTS with 20 years of sales experience in sports broadcasting. Most recently, he ran the Chicago office of Fox Cable Networks and Home Team Sports as Vice President of Advertising with responsibility for the Midwest region, including Denver, for much of that time. Earlier in his career, Belmonte had sales management roles with Tribune Broadcasting, CBS Radio and Clear Channel Radio. Dave began his career with Katz Media in New York.

“We are excited to have Dave join our team in Denver to lead sales for ROOT SPORTS. He has a proven track record of building sales teams and revenue, especially in regional sports television” said Woodman. “His familiarity with our business and the Denver market will be an asset from day one.”

Belmonte earned a Bachelor of Science degree from Michigan State University and will be relocating with his family to Denver from the Chicago area.

**About ROOT SPORTS<sup>™</sup>**

**ROOT SPORTS<sup>™</sup>** is the home of the Colorado Rockies, Utah Jazz, Mountain West, University of Denver and Big Sky Conference. The network reaches 2.5 million households across nine states and delivers more than 350 live events each year – all of which are available in high definition.

**ROOT SPORTS<sup>™</sup>** is owned and operated by DIRECTV Sports Networks LLC, which operates regional sports networks in the Southwest, Northwest, Pittsburgh and Rocky Mountain regions. The four networks combined reach approximately 13 million households across 22 states and own exclusive programming and distribution partnerships with more than 25 teams and conferences. DIRECTV Sports Networks is a subsidiary of DIRECTV, the world’s most popular television service.

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