July 21, 2009

Liberty Media Establishes Annual Award for Excellence in Media

Announces Call for Entries for the 'Media for Liberty Award' 2010

ENGLEWOOD, Colo., July 21 /PRNewswire-FirstCall/ -- Liberty Media Corporation ("Liberty") (Nasdaq: LCAPA, LCAPB, LINTA, LINTB, LMDIA, LMDIB) announced today that it has established the "Media for Liberty Award." This annual award acknowledges and encourages media contributions that explore the link between economic and political liberty.

Eligible entries must be originally published or transmitted via print or electronic media during the 2009 calendar year, and received by Liberty Media no later than January 7, 2010. There is a $50,000 prize for the winning entry.

"The intent of the Media for Liberty Award is to acknowledge the proliferation of media channels, vehicles and journalists examining the ties between economic and political liberty. This topic has been examined for hundreds of years and is particularly relevant in today's economic and political environment," said John Malone, Chairman of Liberty. "We are pleased to create a platform that promotes the examination of these topics."

The Award is open to entrants worldwide whose creative and original works explore the correlation between economic and political liberty. The media can play a vital role by examining this topic from a variety of viewpoints in the context of the pressing economic and political issues of the day.

The Media for Liberty Award entries will be judged by a distinguished panel of judges representing various facets of media on the degree to which the theme is addressed, inspirational and educational value, and mastery of their media format. Eligible media outlets, including newspapers, magazines, journals, radio, television and websites, must be generally recognized in their markets and accessible to a broad audience in the United States. The winner will be notified in February 2010. The winning entry will be honored at the Media for Liberty Award ceremony in Washington, D.C. in March, 2010.

Key Parameters:

- Length: Print entries may not exceed 20,000 words. Electronic entries may not exceed 120 minutes.
- Language: All entries must be in English, or submitted with an English translation or with English subtitles.
- Examples: Eligible entries may include news reporting, feature coverage, investigative reporting, articles, essays, editorials, commentaries, documentaries and educational works.

-- Programs produced and intended for general theatrical motion picture release are not eligible.

Entry forms and official contest rules can be found at Liberty Media's web site, *www.libertymedia.com/MediaforLibertyAward*. Send entries to:

Media for Liberty Award
12300 Liberty Boulevard
Englewood, CO 80112
720-875-5400

About Liberty Media Corporation

Liberty Media Corporation owns interests in a broad range of electronic retailing, media, communications and entertainment businesses. Those interests are attributed to three tracking stock groups: (1) the Liberty Interactive group (Nasdaq: LINTA), which includes Liberty's interests in QVC, Provide Commerce, Backcountry.com, BUYSEASONS, Bodybuilding.com, IAC/InterActiveCorp, and Expedia, (2) the Liberty Entertainment group (Nasdaq: LMDIA), which includes Liberty's interests in The DIRECTV Group, Inc., Starz Entertainment, Game Show Network, LLC, WildBlue Communications, Inc., and Liberty Sports Holdings LLC, and (3) the Liberty Capital group (Nasdaq: LCAPA), which includes all businesses, assets and liabilities not attributed to the Interactive group or the Entertainment group including its subsidiaries Starz Media, LLC, Atlanta National League Baseball Club, Inc., and TruePosition, Inc., Liberty's interest in SIRIUS XM Radio, Inc., and minority equity investments in Time Warner Inc. and Sprint Nextel Corporation.

SOURCE Liberty Media Corporation