

THE WINTER OFFERS

24 MONTH AGREEMENT | EFFECTIVE 10/07/10 - 2/09/11

	THE FAMILY™ PACKAGE Over 50 Channels	THE CHOICE™ PACKAGE Over 150 Channels	THE CHOICE XTRA™ PACKAGE Over 210 Channels	THE CHOICE ULTIMATE™ PACKAGE Over 225 Channels Including 11 premium movie channels!	THE PREMIER™ PACKAGE Over 285 Channels Including over 31 premium movie channels!
REGULAR PRICE	\$29 ⁹⁹ /mo.	\$58 ⁹⁹ /mo.	\$63 ⁹⁹ /mo.	\$68 ⁹⁹ /mo.	\$114 ⁹⁹ /mo.
WINTER OFFER	EVERYDAY LOW PRICE \$29⁹⁹/mo.	SAVE UP TO \$411 \$29⁹⁹/mo. for 12 months after National Offer Rebate and Online Registration Rebate \$58.99/mo.: Regular Price + \$12.99/mo.: Premium Movie Channel - \$12.99/mo.: Premium Movie Channels Credit (mos. 1-3 only) - \$24.00/mo.: National Offer Rebate - \$5.00/mo.: Online Registration Rebate = \$29.99/mo. for 12 mos. after rebates* 3 FREE MONTHS 	SAVE UP TO \$863 \$34⁹⁹/mo. for 12 months after National Offer Rebate and Online Registration Rebate \$63.99/mo.: Regular Price + \$10.00/mo.: HD Access - \$10.00/mo.: HD Access Credit + \$24.00/mo.: Premium Movie Channels - \$24.00/mo.: Premium Movie Channels Credit (mos. 1-3 only) - \$24.00/mo.: National Offer Rebate - \$5.00/mo.: Online Registration Rebate = \$34.99/mo. for 12 mos. after rebates* 3 FREE MONTHS starz	SAVE UP TO \$863 \$39⁹⁹/mo. for 12 months after National Offer Rebate and Online Registration Rebate \$68.99/mo.: Regular Price + \$10.00/mo.: HD Access - \$10.00/mo.: HD Access Credit + \$24.00/mo.: Premium Movie Channels - \$24.00/mo.: Premium Movie Channels Credit (mos. 1-3 only) - \$24.00/mo.: National Offer Rebate - \$5.00/mo.: Online Registration Rebate = \$39.99/mo. for 12 mos. after rebates* 3 FREE MONTHS starz	SAVE UP TO \$863 \$61⁹⁹/mo. \$85⁹⁹/mo. (mos. 1-3) (mos. 4-12) for 12 months after National Offer Rebate and Online Registration Rebate \$114.99/mo.: Regular Price + \$10.00/mo.: HD Access - \$10.00/mo.: HD Access Credit - \$24.00/mo.: National Offer Rebate - \$24.00/mo.: FREE Premium Movie Channels Credit (mos. 1-3 only) - \$5.00/mo.: Online Registration Rebate = \$61.99/mo. (mos. 1-3) = \$85.99/mo. (mos. 4-12) for 12 months after rebates* 3 FREE MONTHS starz \$24/mo. credit for 3 months
HD ACCESS, DVR SERVICE AND RECEIVERS	<p align="center">FREE HD ACCESS with CHOICE XTRA™ and above for customers who enroll in and maintain Auto Bill Pay</p> <p align="center">WITH EACH PACKAGE ABOVE, NEW CUSTOMERS MAY ADD ANY OF THESE ITEMS:</p> <ul style="list-style-type: none"> ■ Add DVR Service for just \$7/mo. ■ Add HD Access for just \$10/mo. (FREE for CHOICE XTRA™ and above customers who enroll in and maintain Auto Bill Pay) ■ Add DIRECTV® Whole-Home DVR Service for just \$3/mo. (HD Access and DVR Service Required) ■ EQUIPMENT FEES SD Receiver: \$69 DVR: \$99 HD Receiver: \$99 HD DVR: \$199 ■ LEASE FEE \$5.00/mo. Lease Fee required for 2nd and each additional receiver ■ Up to 4 SD Receivers with no Equipment Fee*** <p align="center">FREE LEASE UPGRADE TO AN HD DVR RECEIVER** (Also available: FREE Lease Upgrade to an HD Receiver or DVR. Non-fee customers only. Fee customers pay regular Equipment Fees listed above.)</p> <p align="center">FREE LEASE UPGRADE TO 2nd HD RECEIVER OR \$100 OFF AN HD DVR** (When eligible customers select DIRECTV® Whole-Home DVR Service and an HD DVR as their first receiver.)</p> <p align="center">FREE CINEMA CONNECTION KIT (aka Internet Connection Kit) for all non-fee HD DVR customers</p>				
PREMIUM CHANNELS	ADD PREMIUMS 1 = \$12.99 (\$14.99 if HBO) 2 = \$24 (\$26 if HBO) 3 = \$34 (\$36 if HBO) 4 = \$42 (\$44 if HBO) 5 = \$51	ADD PREMIUMS 1 = \$12.99 (\$14.99 if HBO) 2 = \$24 (\$26 if HBO) 3 = \$34 (\$36 if HBO) 4 = \$42 (\$44 if HBO) 5 = \$51	ADD PREMIUMS 1 = \$12.99 (\$14.99 if HBO) 2 = \$24 (\$26 if HBO) 3 = \$34 (\$36 if HBO) 4 = \$42 (\$44 if HBO) 5 = GET PREMIER™	ADD PREMIUMS 1 = \$12.99 (\$14.99 if HBO) 2 = \$24 (\$26 if HBO) 3 = \$34 (\$36 if HBO) 4 = \$42 (\$44 if HBO) 5 = GET PREMIER™	PREMIUMS INCLUDED

*Price includes a \$24 bill credit for 12 months after rebate, plus an additional \$5 with online rebate and consent to email alerts required with 24-month agreement. **Up to two standard receivers with no equipment fee for fee paid customers. \$5.00/mo. lease fee waived for 1st receiver but required for second and each additional receiver. DVR Service (\$7.00/mo.) required for DVR or HD DVR lease. HD Access fee (\$10.00/mo.) required for HD or HD DVR lease.

***Advanced product instant rebate available for non-fee paid customers only, with qualifying base package. Programming, prices, terms and conditions subject to change at any time. Applicable use tax adjustment may apply on the retail value of the installation. LIMIT TWO ADVANCED EQUIPMENT REBATES PER DIRECTV ACCOUNT. +FREE HD OFFER: Includes access to HD channels associated with the programming package. Number and type of HD channels based on package selection. To be eligible for Free HD customers must activate and maintain CHOICE XTRA and above packages, sign up and maintain Auto Bill Pay and at least one (1) HD Receiver and activation of HD Access. Account must be

12-MONTH OFFER

OFFER HIGHLIGHTS

- Includes a \$58.99 Online Rebate Redemption on **CHOICE™** and above
- 1 SD Receiver with no Equipment Fee for all 12-Month customers in all packages
- \$50 Advanced Product **Instant Rebate** with **CHOICE XTRA™** and above
- 3 **FREE** Months of **STARZ®** & **SHOWTIME®** with **CHOICE XTRA™** and above (\$72 value)
- 3 **FREE** Months of **SHOWTIME®** with **CHOICE™** (\$38.97 value)
- 12-Month Customers are not eligible for the DIRECTV National Offer




	THE FAMILY™ PACKAGE	THE CHOICE™ PACKAGE	THE CHOICE XTRA™ PACKAGE	THE CHOICE ULTIMATE™ PACKAGE	THE PREMIER™ PACKAGE
REGULAR PRICE	\$29.99 mo. Over 50 Channels	\$58.99 mo. Over 150 Channels	\$63.99 mo. Over 210 Channels	\$68.99 mo. Over 225 Channels Including 11 premium movie channels!	\$114.99 mo. Over 285 Channels
OFFER					
HD ACCESS, DVR SERVICE AND RECEIVERS	<p>Add DVR Service for \$7.00/mo Add HD Access for \$10.00/mo. Add DIRECTV® Whole-Home DVR Service for \$3.00/mo. (HD Access and DVR Services Required)</p> <p>EQUIPMENT FEES SD Receiver: \$69 DVR: \$99 HD Receiver: \$99 HD DVR: \$199</p> <p>DIFFERENTIATED OFFER FEE† \$200 Standard Receiver DO Fee for all high-risk customers \$300 Advanced Receiver DO Fee for all high-risk customers</p> <p>LEASE FEE†† \$5.00/mo. Lease Fee required for 2nd and each additional receiver 1 SD Receiver with no Equipment Fee</p>				
PREMIUM CHANNELS	<p>ADD PREMIUMS</p> <p>1 = \$12.99 (\$14.99 if HBO) 2 = \$24 (\$26 if HBO) 3 = \$34 (\$36 if HBO) 4 = \$42 (\$44 if HBO) 5 = \$51</p>	<p>ADD PREMIUMS</p> <p>1 = \$12.99 (\$14.99 if HBO) 2 = \$24 (\$26 if HBO) 3 = \$34 (\$36 if HBO) 4 = \$42 (\$44 if HBO) 5 = GET PREMIER™</p>	<p>ADD PREMIUMS</p> <p>1 = \$12.99 (\$14.99 if HBO) 2 = \$24 (\$26 if HBO) 3 = \$34 (\$36 if HBO) 4 = \$42 (\$44 if HBO) 5 = GET PREMIER™</p>	<p>PREMIUMS INCLUDED</p>	
	No hardware rebates available		CUSTOMERS WITH CHOICE XTRA™ AND ABOVE ARE ELIGIBLE FOR A \$50 ADVANCED PRODUCT INSTANT REBATE		

All customers taking a 12-month commitment are required to provide a credit card (except in MA, and PA.), submit to a credit check and sign up for Auto Bill Pay (high-risk customers; optional for low-risk). † Fee is charged per household, not per receiver, and will be credited back to the customer's account at \$5.00/mo. until the fee is exhausted. Any balance of the fee is non-refundable if the customer discontinues their service. †† \$5.00/mo. lease fee waived for 1st receiver but required for second and each additional receiver. DVR service (\$7.00/mo.) required for DVR or HD DVR lease. HD Access fee (\$10.00/mo.) required for HD or HD DVR lease. ††† High risk customers are still required to pay the DO Fee. Applicable use tax adjustment may apply for retail value of installation. Programming, prices, terms and conditions subject to change at any time. LIMIT ONE ADVANCED PRODUCT REBATE PER DIRECTV ACCOUNT. See www.directv.com for details.

MONTH-TO-MONTH OFFER

OFFER HIGHLIGHTS

- 1 **FREE** Standard Receiver for all Month-to-Month customers in all packages
- \$50 Advanced Product **Instant Rebate** with **CHOICE XTRA™** and above
- 3 **FREE** Months of **SHOWTIME®** with **CHOICE™** and above
- Month-to-Month customers are not eligible for the DIRECTV National Offer

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OFFER		3 FREE MONTHS SHOWTIME Premium rolls to \$12.99/mo. at month 4	3 FREE MONTHS SHOWTIME Premium rolls to \$12.99/mo. at month 4	3 FREE MONTHS SHOWTIME Premium rolls to \$12.99/mo. at month 4	3 FREE MONTHS SHOWTIME \$12.99/mo. credit for 3 months
HD ACCESS, DVR SERVICE AND RECEIVERS	<p>Add DVR Service for \$7.00/mo Add HD Access for \$10.00/mo. Add DIRECTV® Whole-Home DVR Service for \$3.00/mo. (HD Access and DVR Services Required)</p> <p>EQUIPMENT FEES SD Receiver: \$69 DVR: \$99 HD Receiver: \$99 HD DVR: \$199</p> <p>HARDWARE FEE* \$100 Standard/Advanced Receiver "No Agreement" Fee for all customers</p> <p>LEASE FEE* \$5.00/mo. Lease Fee required for 2nd and each additional receiver 1 SD Receiver with no Equipment Fee</p>				
	No hardware rebates available		CUSTOMERS WITH CHOICE XTRA™ AND ABOVE ARE ELIGIBLE FOR A \$50 ADVANCED PRODUCT INSTANT REBATE		
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BE A CSAT SUPERSTAR

- Clearly explain Differentiated Offer fees and the \$5/month credit just for keeping a DIRECTV account active and in good standing

Month-to-month customers are required to provide a credit card [except in MA, and PA.], submit to a credit check and sign up for Auto Bill Pay. *Fee is charged per household, not per receiver, and will be credited back to the customers account at \$5.00/mo. until the fee is exhausted. Any balance of the fee is non-refundable if the customer discontinues their service. **\$5.00/mo. lease fee waived for 1st receiver but required for second and each additional receiver. DVR service (\$7.00/mo.) required for DVR or HD DVR lease. HD Access fee (\$10.00/mo.) required for HD or HD DVR lease. Applicable use tax adjustment may apply for retail value of installation. Programming, prices, terms and conditions subject to change at any time. LIMIT ONE ADVANCED PRODUCT REBATE PER DIRECTV ACCOUNT. See Page 22 for full offer details.