

# COMMERCIAL SALES GUIDE



FALL OFFER

Effective 10.4.12 – 12.5.12



## DIRECTV Solutions For Every Business

### OFFER HIGHLIGHTS

**NEW**

**THE COMMERCIAL ENTERTAINMENT PACK**  
FOR PUBLIC VIEWING CUSTOMERS  
▶ See page 4

**NEW**

**THE COMERCIAL MÁS ULTRA™ PACK**  
FOR PUBLIC VIEWING CUSTOMERS  
▶ See page 4

**PLUS**

**LOCK IN YOUR SAVINGS FOR 2 YEARS** on COMMERCIAL XTRA™ PACK, COMMERCIAL CHOICE® PLUS and BUSINESS CHOICE™/OFFICE CHOICE®  
▶ See pages 5, 6 and 7

**PACK THE HOUSE AND SAVE**  
on NFL SUNDAY TICKET, NBA LEAGUE PASS, ESPN GAMEPLAN and ESPN FULL COURT  
▶ See pages 2 and 9

# Make Your Customer's Business a Crowd Favorite with **NFL SUNDAY TICKET** and **NBA LEAGUE PASS** ON DIRECTV.

82% of bar and restaurant subscribers believe DIRECTV sports programming increases their business.<sup>†</sup>



**Get EVERY GAME, EVERY SUNDAY, all in HD.**  
Out-of-market games only.

ONLY ON DIRECTV.


- **Get up to 200 games** during the regular season.<sup>1</sup> That's 17 weeks of action, all live in HD.<sup>2</sup>
- **Draw in** more football fans by showing every out-of-market game. Now, fans can watch all of their favorite teams. No matter where they live.
- **FREE Promotional Kit and Enrollment in MVP program.** Brand your customer's business as the ultimate sports destination with on-premise materials including banners, coasters and more. Plus, have your customer's location listed on our Sports Bar Finder app to help sports fans find your customer's bar.



NFL Pricing

NFL SUNDAY TICKET ONLY ON DIRECTV.	NEW CUSTOMERS	EXISTING CUSTOMERS (Upgrade)	EXISTING CUSTOMERS (Renewal)
	1-PAY	1-PAY	1-PAY
<b>PUBLIC VIEWING (by FCO)</b>			
1 - 50	\$1,445.00	\$1,083.75	\$1,145.00
51 - 100	\$2,295.00	\$1,721.25	\$1,445.00
101 - 200	\$4,590.00	\$3,442.50	\$3,235.00
201 - 350	\$6,425.00	\$4,818.75	\$4,475.00
351 - 500	\$9,180.00	\$6,885.00	\$5,505.00
501 - 750	\$10,330.00	\$7,747.50	\$6,055.00
751 - 1,000	\$13,770.00	\$10,327.50	\$7,785.00
1,001 - 1,500	\$20,655.00	\$15,491.25	\$12,110.00
1,501 - 2,000	\$27,540.00	\$20,655.00	\$15,570.00
2,001 - 5,000	\$57,375.00	\$43,031.25	\$30,845.00
5,001 - 10,000	N/A	\$86,062.50	\$61,680.00
10,001+	N/A	N/A	\$74,325.00
<b>BUSINESS VIEWING</b>			
	\$495.00	\$371.25	\$440.00
<b>PRIVATE VIEWING</b>			
	\$395.00	\$296.25	\$350.00

**Courtside seats to the most live NBA action.**




**NBA LEAGUE PASS**

- **Up to 40** out-of-market games every week—that's up to 10 games a night<sup>1</sup>
- **Up to 20** HD games a week<sup>2</sup>

SEE PAGE 9 FOR FULL NBA PRICING

**PACKAGES**  
starting at **\$119.99** mo.  
5-PAY OPTION



- **FREE Promotional Kit** - Everything your customers need to drive traffic, grow their business and brand themselves an NBA headquarters

ALL DIRECTV OFFERS REQUIRE 24-MONTH AGREEMENT. Offers end 12/5/12. New approved customers only. <sup>†</sup>Based on an October 2011 national survey of bars and restaurants that expressed an opinion.

**2012 NFL SUNDAY TICKET OFFER:** In order to receive NFL SUNDAY TICKET, customers must subscribe to a Commercial base programming package with a 24-month agreement. NFL SUNDAY TICKET consists of all Sunday games broadcast on FOX and CBS at 1pm and 4pm ET. However, games broadcast by your local FOX and CBS affiliates will not be available on NFL SUNDAY TICKET. Blackout restrictions and other conditions apply to sports programming. Customers must order by 12/1/12 and activate by 12/30/12 to be eligible for the 1-Pay option. The remaining balance of NFL SUNDAY TICKET will be charged to customer's account in the event of early disconnect. **LIMIT ONE NFL SUNDAY TICKET OFFER PER ACCOUNT.** Sports subscriptions automatically continue each year, provided DIRECTV carries these services, unless subscriber calls 1-866-945-9940 to cancel prior to the start of the season. Offer void where prohibited or restricted. **NBA LEAGUE PASS OFFER:** New DIRECTV Commercial customers only. To receive NBA LEAGUE PASS, a subscription to a Commercial base programming package is required. Programming charges based on Fire Code Occupancy (FCO). Customers must order by 11/18/12 and activated by 12/17/12 to be eligible for the five monthly payments of \$119.99 or above with the 5-Pay option. Games broadcast on NBA LEAGUE PASS are out of market. Actual number of games varies by market. Blackout rules and other conditions apply to all sports programming. **IN THE EVENT OF AN EARLY DISCONNECT, THE REMAINING BALANCE OF NBA LEAGUE PASS WILL BE CHARGED TO CUSTOMER'S ACCOUNT. LIMIT ONE NBA LEAGUE PASS OFFER PER ACCOUNT.** NBA LEAGUE PASS automatically continues each season, provided DIRECTV carries this service, unless the customer calls 1-866-771-1523 to cancel prior to the start of the season. DIRECTV programming, pricing, terms and conditions subject to change at any time. Taxes not included. Receipt of DIRECTV programming subject to terms of DIRECTV Commercial Customer Viewing Agreement. NFL, the NFL Shield design and the NFL SUNDAY TICKET name and logo are registered trademarks of the NFL and its affiliates. NBA, the NBA logo and team identifications are the exclusive intellectual property of NBA Properties, Inc., and the respective member teams. ©2012 DIRECTV. DIRECTV and the DIRECTV for BUSINESS logo are trademarks of DIRECTV, LLC. All other trademarks and service marks are the property of their respective owners.

<sup>1</sup> Blackout restrictions and other conditions apply to all sports programming. Actual number of games varies by market due to blackout rules and other conditions. <sup>2</sup> To access DIRECTV HD programming, HD equipment required. Number of HD channels based on package selection.

# Business Types and Eligibility

## Public Viewing: BARS, LOUNGES, RESTAURANTS, CASINOS, COFFEE SHOPS



### QUALIFICATIONS FOR ELIGIBILITY

- Television viewing accessible to the general public
- Main source of revenue from the sale of food and beverages for immediate consumption
- No admission fee

### WHY THEY NEED DIRECTV

- Turn customers into regulars
- 82% of subscribers believe DIRECTV sports programming increases their business^
  - 85% of subscribers believe DIRECTV programming creates a more lively atmosphere^
  - 73% of bar and restaurant subscribers believe DIRECTV programming generates more loyal, repeat customers^
  - SonicTap® Music Channels package creates ambiance and atmosphere

## Business Viewing: AUTO SHOPS, HEALTH CLUBS, BANKS, SALONS, WAITING AREAS



### QUALIFICATIONS FOR ELIGIBILITY

- Television viewing accessible to the general public
- Main source of revenue from the sale of goods, services and experiences

### WHY THEY NEED DIRECTV

- Help reduce perceived wait times
- 90% of business subscribers believe DIRECTV programming keeps customers entertained while waiting^
  - 88% of subscribers believe DIRECTV programming provides a more enjoyable experience for customers^
  - Watching sports, news or entertainment is a great way for customers to pass the time
  - A better experience keeps customers coming back
  - DIRECTV helps to differentiate your business

## Private Viewing: PRIVATE OFFICES, CONFERENCE ROOMS, EMPLOYEE BREAK ROOMS



### QUALIFICATIONS FOR ELIGIBILITY

- Television viewing accessible only to employees

### WHY THEY NEED DIRECTV

- Keep employees connected
- 8 in 10 businesses believe DIRECTV provides a more enjoyable work environment^
  - Improves employee morale and productivity
  - Gives employees round-the-clock access to news and entertainment

^Based on an October 2011 national survey of businesses that expressed an opinion.

# NEW Public Viewing Packages

Now, offer even more options with **COMMERCIAL ENTERTAINMENT PACK** and **COMERCIAL MÁS ULTRA™ PACK!**

## COMMERCIAL ENTERTAINMENT PACK\*

A great entry-level package that includes ESPN.

The best variety of news and entertainment, including ESPN. Available for EVO 1-100.

Access to  
**OVER 95 CHANNELS**  
**\$59<sup>99</sup>**  
MONTH  
FOR 12 MONTHS  
with Auto Bill Pay enrollment  
and 24-month agreement.

**FREE**  
3 months of  
**SONICTAP®**  
MUSIC CHANNELS



**FREE**  
HD ACCESS  
for 3 months



**UP TO 4**  
**FREE**  
RECEIVERS  
Up to 2 HD or 4 SD

## COMERCIAL MÁS ULTRA™ PACK\*\*

Ideal for Hispanic-based businesses looking for the best in-language Spanish programming.

SEE  
PAGE 8

The best in sports, regional news and entertainment with access to over 50 of the most popular Spanish-language channels with 70 essential English-language channels. Available for EVO 1-100. Plus, don't forget RSNs are available a la carte!

Access to  
**OVER 120 CHANNELS**  
**\$59<sup>99</sup>**  
MONTH  
FOR 12 MONTHS  
with Auto Bill Pay enrollment  
and 24-month agreement.

**FREE**  
3 months of  
**SONICTAP®**  
MUSIC CHANNELS



**FREE**  
HD ACCESS  
for 3 months



**UP TO 4**  
**FREE**  
RECEIVERS  
Up to 2 HD or 4 SD



- Subscription includes automatic enrollment in the EXCLUSIVE MVP Marketing Program.
- Drive traffic with access to on-premise sports kits and advertising materials.
- Free listing in the Sports Bar Finder mobile app.

**NO-CONTRACT  
OPTION**

■ **Retail Pricing Only**

■ **Up to 2 FREE SD Receivers**  
(1 SD Receiver for SonicTap® Audio only)

■ **Standard Installation Fee of \$199**

**\*COMMERCIAL ENTERTAINMENT PACK BILL CREDIT OFFER:** Pricing for COMMERCIAL ENTERTAINMENT PACK based on Estimated Viewing Occupancy (EVO of 1-100 only). COMMERCIAL ENTERTAINMENT PACK (regularly \$84.99/mo.) includes local channels, COMMERCIAL ENTERTAINMENT (\$54.99/mo.) and outlet fees for two receivers (\$30/mo.). Additional outlet fees (\$15/mo.) apply for the third and additional receiver. Purchase of 24 consecutive months of COMMERCIAL ENTERTAINMENT PACK with local channels (if available in your market) required. Upon DIRECTV System activation and beginning in the second month, DIRECTV will credit the new COMMERCIAL ENTERTAINMENT PACK customer's account \$20/mo. for 12 consecutive months and \$5 for 12 months for Auto Bill Pay. **\*\*COMERCIAL MÁS ULTRA PACK BILL CREDIT OFFER:** Pricing for COMERCIAL MÁS ULTRA PACK based on Estimated Viewing Occupancy (EVO of 1-100 only). COMERCIAL MÁS ULTRA PACK (regularly \$92.99/mo.) includes local channels, COMERCIAL MÁS ULTRA (\$62.99/mo.) and outlet fees for two receivers (\$30/mo.). Additional outlet fees (\$15/mo.) apply for the third and additional receiver. Purchase of 24 consecutive months of COMERCIAL MÁS ULTRA PACK with local channels (if available in your market) required. Upon DIRECTV System activation and beginning in the second month, DIRECTV will credit the new COMERCIAL MÁS ULTRA PACK customer's account \$28/mo. for 12 consecutive months and \$5 for 12 consecutive months for Auto Bill Pay. Account must be in "good standing," as determined by DIRECTV in its sole discretion, to remain eligible for all offers. **IF BY THE END OF PROMOTIONAL PRICE PERIOD(S) CUSTOMER DOES NOT CONTACT DIRECTV TO CHANGE SERVICE THEN ALL SERVICES WILL AUTOMATICALLY CONTINUE AT THE THEN-PREVAILING RATES. IN THE EVENT YOU FAIL TO MAINTAIN YOUR PROGRAMMING AGREEMENT, YOU AGREE THAT DIRECTV MAY CHARGE YOU A PRORATABLE EARLY CANCELLATION FEE OF \$480. LIMIT ONE BILL CREDIT OFFER PER ACCOUNT.** In certain markets, programming/pricing may vary. **HD ACCESS OFFER:** To access DIRECTV HD programming, HD Access fee (\$25/mo.) and HD equipment are required. Number of HD channels varies by package. Upon DIRECTV System activation, DIRECTV will credit the new customer's account \$25/mo. for three consecutive months for HD Access, provided account is in "good standing," as determined by DIRECTV in its sole discretion. In the fourth month, HD Access will automatically continue at the then-prevailing rate. **LIMIT ONE HD ACCESS BILL CREDIT OFFER PER ACCOUNT. HARDWARE OFFER:** Programming agreement, as defined by customer's Commercial programming rate card, required. DVR Service (\$9/mo.) activation required for DVR and HD DVR equipment. HD equipment also requires HD Access fee of \$25/mo. Offer available to new Commercial customers in commercial structures no more than three stories high. No single-family residences allowed. Up to two free HD or four free SD Receivers per commercial location. Make and model of system at DIRECTV's sole discretion. Offer void where prohibited or restricted. All DIRECTV Receivers must be continuously connected to the same land-based phone line. **SONICTAP MUSIC CHANNELS OFFER:** 24-month agreement to a Commercial base programming package required. Upon DIRECTV System activation, DIRECTV will credit the new customer's account \$34.99/mo. for three consecutive months for SonicTap Music Channels. In the fourth month, SonicTap Music Channels will automatically continue at the then-prevailing rate. **INSTALLATION:** \$49 standard professional commercial installation for COMMERCIAL ENTERTAINMENT PACK and COMERCIAL MÁS ULTRA PACK customers. Complex/custom installation extra. DIRECTV programming, pricing, terms and conditions subject to change at any time. Taxes not included. Receipt of DIRECTV programming subject to terms of DIRECTV Commercial Customer Viewing Agreement; copy provided with new customer information packet. ©2012 DIRECTV. DIRECTV and the DIRECTV for BUSINESS logo, **4** COMERCIAL MÁS ULTRA and COMMERCIAL ENTERTAINMENT are trademarks of DIRECTV, LLC. All other trademarks and service marks are the property of their respective owners.

# Public Viewing Packages

These packages for bars and restaurants pack the house and keep customers coming back.

PUBLIC VIEWING

	EVO	COMMERCIAL CHOICE® PLUS <sup>1</sup> Access to over 130 Channels	BEST VALUE! COMMERCIAL XTRA™ PACK <sup>1</sup> Access to over 180 Channels	NEW COMMERCIAL ENTERTAINMENT PACK Access to over 95 Channels	COMMERCIAL CHOICE® Access to over 125 Channels	BUSINESS INFORMATION® Access to over 45 Channels
REGULAR PRICE (Customer rolls to the then-current retail rate after the expiration of promotional credits)	1-50		<b>\$120<sup>99</sup></b> MO.  <b>EVO OVER 100? GET COMMERCIAL CHOICE® PLUS!</b> ←	<b>\$84<sup>99</sup></b> MO.  <b>N/A</b>	1-50	<b>\$58<sup>99</sup></b> MO.
	51-100				<b>\$69<sup>99</sup></b> MO.	
	101-150	<b>\$259<sup>99</sup></b> MO.			<b>\$81<sup>99</sup></b> MO.	
	151-200	<b>\$304<sup>99</sup></b> MO.			<b>\$99<sup>99</sup></b> MO.	
	201-500	<b>\$350<sup>99</sup></b> MO.			<b>\$111<sup>99</sup></b> MO.	
	501-1000	<b>\$370<sup>99</sup></b> MO.			<b>\$129<sup>99</sup></b> MO.	
	1001-2000	<b>\$394<sup>99</sup></b> MO.			<b>\$157<sup>99</sup></b> MO.	
	2001+	<b>\$422<sup>99</sup></b> MO.			<b>\$180<sup>99</sup></b> MO.	
FALL OFFER (Valid through 12/5/12)	- \$65.00/mo.: For 12 months - \$5.00/mo.: For 12 months with enrollment in Auto Bill Pay <sup>2</sup> <b>Starting at</b> <b>\$189<sup>99</sup></b> MO. For 12 months with Auto Bill Pay enrollment and 24-month agreement	-\$120.99/mo.: For 5 months <b>5 months FREE</b> OR With 24-month agreement, Auto Bill Pay enrollment and NFL SUNDAY TICKET subscription <b>Save over \$600</b> when you sign up for <b>NFL SUNDAY TICKET 2012</b>	- \$36.00/mo.: For 12 months - \$5.00/mo.: For 12 months with enrollment in Auto Bill Pay <sup>2</sup> <b>\$79<sup>99</sup></b> MO. For 12 months with Auto Bill Pay enrollment and 24-month agreement	- \$20.00/mo.: For 12 months - \$5.00/mo.: For 12 months with enrollment in Auto Bill Pay <sup>2</sup> <b>\$59<sup>99</sup></b> MO. For 12 months with Auto Bill Pay enrollment and 24-month agreement	- \$9.00/mo.: For 12 months - \$5.00/mo.: For 12 months with enrollment in Auto Bill Pay <sup>2</sup> <b>\$44<sup>99</sup></b> MO. For 12 months with Auto Bill Pay enrollment and 24-month agreement	- \$8.00/mo.: For 12 months - \$5.00/mo.: For 12 months with enrollment in Auto Bill Pay <sup>2</sup> <b>\$29<sup>99</sup></b> MO. For 12 months with Auto Bill Pay enrollment and 24-month agreement
PREMIUMS/ADVANCED SERVICES	<b>FREE FOR 3 MONTHS:</b>		<b>HD ACCESS</b> <b>SAVE \$75<sup>3</sup></b> (Rolls to \$25/mo. at month 4)	<b>SonicTap® MUSIC CHANNELS</b> <b>SAVE OVER \$100<sup>4</sup></b> (Rolls to \$34.99/mo. at month 4)		
HARDWARE	<b>UP TO 4 FREE HD OR SD RECEIVERS<sup>5</sup></b> Cost for additional receivers: SD: \$69   HD: \$99		<b>UP TO 4 FREE RECEIVERS<sup>5</sup></b> (Up to 2 HD or 4 SD) Cost for additional receivers: SD: \$69   HD: \$99			
STANDARD INSTALLATION	<b>FREE</b> Applicable use tax adjustment may apply on retail value of installation.		<b>\$49</b> Complex/custom installation extra			
ADDITIONAL RECEIVER FEES	<b>NO ADDITIONAL RECEIVER FEES</b>	<b>\$15/MO. FOR 3RD AND EACH ADDITIONAL RECEIVER</b> (\$15/mo. for 4th and each additional receiver with SonicTap®)	<b>\$15/MO. FOR 3RD AND EACH ADDITIONAL RECEIVER</b>	<b>NO ADDITIONAL RECEIVER FEES</b>	<b>\$15/MO. FOR 3RD AND EACH ADDITIONAL RECEIVER</b>	
<b>*ALL PRICES INCLUDE LOCAL CHANNELS WHERE AVAILABLE</b>						

Plus, lock in your savings for 2 years

New Public Viewing accounts save \$10/mo. for 12 months in the 2nd year. Requires Auto Bill Pay and activation of COMMERCIAL XTRA PACK or COMMERCIAL CHOICE PLUS, with a 24-month agreement.

Offers end 12/5/12; on approved credit. New Commercial customers only. 24-month programming agreement required. Credit card may be required (except in MA & PA). \$19.95 Delivery & Handling fee may apply. Local channels subscription where available. Customers must subscribe to one of the following base programming packages in order to add on any additional service(s): COMMERCIAL XTRA PACK, COMMERCIAL CHOICE PLUS, COMMERCIAL CHOICE, BUSINESS INFORMATION, COMMERCIAL ENTERTAINMENT PACK. 1 Public Viewing pricing based on Estimated Viewing Occupancy (EVO) 1-100 only. COMMERCIAL XTRA PACK (regularly \$120.99/mo.) includes local channels, COMMERCIAL XTRA (\$68.99/mo.), SPORTS PACK (\$12.99/mo.) and outlet fees for two receivers (\$39.01/mo.). Additional outlet fees at \$15/mo. per receiver. Purchase of 24 consecutive months of COMMERCIAL XTRA PACK with local channels (if available in your market) required. 2 Additional \$5/mo. credit for 12 months after signing up for Auto Bill Pay with credit card at point of sale and with activation of the BUSINESS INFORMATION Package or above. 24-month agreement required. 3 To access DIRECTV HD programming, HD Access fee (\$25/mo.) and HD equipment are required. Number of HD channels varies by package. 24-month base programming agreement required. Upon DIRECTV System activation, DIRECTV will credit the new customer's account for three consecutive months of HD Access, provided account is in "good standing," as determined by DIRECTV in its sole discretion. In the fourth month, HD Access will automatically continue at the then-prevailing rate. LIMIT ONE HD ACCESS BILL CREDIT OFFER PER ACCOUNT. 4 24-month agreement to a Commercial base programming package is required. Upon DIRECTV System activation, DIRECTV will credit the new customer's account \$34.99/mo. for three consecutive months for SonicTap Music Channels. In the fourth month, SonicTap Music Channels will automatically continue at the then-prevailing rate. 5 New COMMERCIAL XTRA PACK and COMMERCIAL CHOICE PLUS customers are eligible for any combination of up to four free SD and/or HD Receivers. New COMMERCIAL CHOICE and BUSINESS INFORMATION customers are eligible for up to four free receivers. Maximum of two HD Receivers only.

**NFL SUNDAY TICKET OFFER:** In order to receive NFL SUNDAY TICKET, customer must subscribe to a Commercial base programming package with a 24-month agreement. Pricing based on Fire Code Occupancy (FCO). NFL SUNDAY TICKET consists of all out-of-market Sunday games broadcast on FOX and CBS at 1pm and 4pm ET. However, games broadcast by your local FOX and CBS affiliates will not be available on NFL SUNDAY TICKET. Blackout restrictions and other conditions apply to sports programming. Customers must order by 12/1/12 and activate by 12/30/12 to be eligible for the 1-Pay option. The remaining balance of NFL SUNDAY TICKET will be charged to customer's account in the event of early disconnect. LIMIT ONE NFL SUNDAY TICKET OFFER PER ACCOUNT. Offer void where prohibited or restricted. Sports subscriptions automatically continue each year, provided DIRECTV carries these services, unless subscriber calls 1-866-945-9940 to cancel prior to the start of the season. IF BY THE END OF PROMOTIONAL PRICE PERIOD(S) CUSTOMER DOES NOT CONTACT DIRECTV TO CHANGE SERVICE, THEN ALL SERVICES WILL AUTOMATICALLY CONTINUE AT THE THEN-PREVAILING RATES. In certain markets, programming/pricing may vary. **COMMERCIAL XTRA PACK/NFL SUNDAY TICKET PROGRAMMING/BILL CREDIT OFFERS:** COMMERCIAL XTRA PACK (regularly \$120.99/mo.) includes local channels, COMMERCIAL XTRA (\$68.99/mo.), SPORTS PACK (\$12.99/mo.) and outlet fees for two receivers (\$39.01/mo.). Additional outlet fees \$15/mo. apply for the third and each additional receiver. Purchase of 24 consecutive months of COMMERCIAL XTRA PACK with local channels (if available in your market) required. Upon DIRECTV System and NFL SUNDAY TICKET activation and beginning in the second month, DIRECTV will credit the new customer's account \$120.99/mo. for five consecutive months for the COMMERCIAL XTRA PACK with local channels packages. **2ND YEAR SAVINGS OFFER:** Requires Auto Bill Pay and activation of COMMERCIAL CHOICE PLUS or COMMERCIAL XTRA PACK with 24-month agreement. New Public Viewing customers only. Beginning in the 14th month, DIRECTV will credit the new customer's account \$10/mo. for 12 consecutive months. In the 26th month the \$10/mo. credit will cease and DIRECTV services will automatically continue at the then-prevailing rate. DIRECTV programming, pricing, terms and conditions subject to change at any time.

# Business Viewing Packages

These packages for small businesses keep customers entertained while they shop, wait or work out.

BUSINESS VIEWING

	<b>BEST VALUE!</b> <b>BUSINESS CHOICE™*</b> Access to over <b>145</b> Channels	<b>BUSINESS ENTERTAINMENT®*</b> Access to over <b>100</b> Channels	<b>BUSINESS INFORMATION®*</b> Access to over <b>45</b> Channels	<b>COMMERCIAL BASIC™</b> Access to over <b>30</b> Channels
<b>REGULAR PRICE</b> (Customer rolls to the then-current retail rate after the expiration of promotional credits)	<b>\$89<sup>99</sup></b> / MO.	<b>\$66<sup>99</sup></b> / MO.	<b>\$42<sup>99</sup></b> / MO.	<b>\$19<sup>99</sup></b> / MO.
<b>12-MONTH FALL OFFER</b> (Valid through 12/5/12)	- \$30.00/mo.: For 12 months - \$5.00/mo.: For 12 months with enrollment in Auto Bill Pay <sup>1</sup> <b>\$54<sup>99</sup></b> / MO. For 12 months with Auto Bill Pay enrollment and 24-month agreement	- \$17.00/mo.: For 12 months - \$5.00/mo.: For 12 months with enrollment in Auto Bill Pay <sup>1</sup> <b>\$44<sup>99</sup></b> / MO. For 12 months with Auto Bill Pay enrollment and 24-month agreement	- \$8.00/mo.: For 12 months - \$5.00/mo.: For 12 months with enrollment in Auto Bill Pay <sup>1</sup> <b>\$29<sup>99</sup></b> / MO. For 12 months with Auto Bill Pay enrollment and 24-month agreement	<b>EVERYDAY LOW PRICE</b> <b>\$19<sup>99</sup></b> / MO. For 12 months with 24-month agreement
	<b>NFL SUNDAY TICKET 2012</b> INCLUDED at no extra charge <sup>2</sup>  ONLY ON DIRECTV.			
<b>36-MONTH FALL OFFER</b> (Valid through 12/5/12)	- \$10.00/mo.: For 36 months <sup>2</sup> <b>\$79<sup>99</sup></b> / MO. For 36 months with Auto Bill Pay enrollment and 24-month agreement	- \$8.00/mo.: For 36 months <sup>2</sup> <b>\$58<sup>99</sup></b> / MO. For 36 months with Auto Bill Pay enrollment and 24-month agreement	- \$5.00/mo.: For 36 months <sup>2</sup> <b>\$37<sup>99</sup></b> / MO. For 36 months with Auto Bill Pay enrollment and 24-month agreement	<b>NO OFFERS AVAILABLE</b>
<b>PREMIUMS/ADVANCED SERVICES</b>	<b>FREE FOR 3 MONTHS:</b> <b>HD ACCESS SAVE \$39<sup>3</sup></b> (Rolls to \$13/mo. at month 4) <b>SonicTap® MUSIC CHANNELS SAVE OVER \$100<sup>4</sup></b> (Rolls to \$34.99/mo. at month 4)			<b>NO OFFERS AVAILABLE</b>
<b>HARDWARE</b>	<b>UP TO 4 FREE RECEIVERS (Up to 2 HD or 4 SD)<sup>5</sup></b> Cost for additional receivers: SD: \$69   HD: \$99			<b>UP TO 2 FREE SD RECEIVERS<sup>5</sup></b> Cost for additional receivers: SD: \$69   HD: \$99
<b>STANDARD INSTALLATION</b>	<b>FREE</b> Applicable use tax adjustment may apply on retail value of installation.	<b>\$49</b> Complex/custom installation extra		
<b>ADDITIONAL RECEIVER FEES</b>	<ul style="list-style-type: none"> <li>1<sup>ST</sup> RECEIVER: FREE</li> <li>2<sup>ND</sup> - 9<sup>TH</sup> RECEIVER: \$6 EACH</li> </ul>		<ul style="list-style-type: none"> <li>10<sup>TH</sup> - 21<sup>ST</sup> RECEIVER: \$3 EACH</li> <li>22<sup>ND</sup>+ RECEIVER: \$1 EACH</li> </ul>	
<b>*ALL PRICES INCLUDE LOCAL CHANNELS WHERE AVAILABLE</b>				

## NO-CONTRACT OPTION

- Retail Pricing Only
- Up to 2 FREE SD Receivers (1 SD Receiver for SonicTap® Audio only)
- Standard Installation Fee of \$199

## Plus, lock in your savings for 2 years

Save \$5/mo. for 12 months in the 2nd year with the activation of BUSINESS CHOICE.™  
 Requires Auto Bill Pay and the activation of BUSINESS CHOICE with a 24-month agreement.

## 3-year offer for new customers

**Rates won't go up for 3 years! Customers will appreciate their bills being predictable every month.**

- Price protected at promotional rate for 3 years
- Rolls to the then-prevailing rate in month 38
- Proratable Early Cancellation Fee (ECF) of \$720
- Credits applied in months 2-37
- Enrollment in Auto Bill Pay required

Offers end 12/5/12; on approved credit. New Commercial customers only. 24-month or 36-month programming agreement required. Credit card may be required (except in MA & PA). \$19.95 Delivery & Handling fee may apply. Local channels subscription where available. Customers must subscribe to one of the following base programming packages in order to add on any additional service(s): BUSINESS CHOICE, BUSINESS ENTERTAINMENT, BUSINESS INFORMATION or COMMERCIAL BASIC. 1 Additional \$5/mo. credit for 12 months after signing up for Auto Bill Pay with credit card at point of sale and with activation of the BUSINESS INFORMATION Package or above. 24-month agreement required. 2 Purchase of 36 consecutive months of BUSINESS CHOICE, BUSINESS ENTERTAINMENT, BUSINESS INFORMATION or COMMERCIAL BASIC and local channels packages (if available in your market) required. Upon DIRECTV System activation, beginning in the second month, DIRECTV will credit the new customer's account for 36 consecutive months. Account must be in "good standing," as determined by DIRECTV in its sole discretion, to remain eligible. IF BY THE END OF PROMOTIONAL PRICE PERIOD(S) CUSTOMER DOES NOT CONTACT DIRECTV TO CHANGE SERVICE, THEN ALL SERVICES WILL AUTOMATICALLY CONTINUE AT THE THEN-PREVALING RATES. IN THE EVENT YOU FAIL TO MAINTAIN YOUR PROGRAMMING AGREEMENT, YOU AGREE THAT DIRECTV MAY CHARGE YOU A PRORATABLE EARLY CANCELLATION FEE OF \$720. In certain markets, programming/pricing may vary. LIMIT ONE BILL CREDIT OFFER PER ACCOUNT. 3 To access DIRECTV HD programming, HD Access fee (\$13/mo.) and HD equipment are required. Number of HD channels varies by package. No mirroring fee for only one receiver. \$6 each for the 2nd through the 9th receiver. \$3 each for the 10th through the 21st receiver. \$1 each for the 22nd and each additional. 24-month base programming agreement required. Upon DIRECTV System activation, DIRECTV will credit the new customer's account for three consecutive months of HD Access, provided account is in "good standing," as determined by DIRECTV in its sole discretion. In the fourth month, HD Access will automatically continue at the then-prevailing rate. LIMIT ONE HD ACCESS BILL CREDIT OFFER PER ACCOUNT. 4 24-month agreement to a Commercial base programming package required. Upon DIRECTV System activation, DIRECTV will credit the new customer's account \$34.99/mo. for three consecutive months for SonicTap Music Channels. In the fourth month, SonicTap Music Channels will automatically continue at the then-prevailing rate. 5 BUSINESS CHOICE, BUSINESS ENTERTAINMENT and BUSINESS INFORMATION customers are eligible for up to two free HD and up to four free SD Receivers for a total of four free receivers. COMMERCIAL BASIC customers are eligible for up to two free SD Receivers.

2012 NFL SUNDAY TICKET OFFER: Requires activation of BUSINESS CHOICE Package with 24-month agreement. 2012 NFL SUNDAY TICKET regular season consists of all out-of-market NFL games (based on customer's service address) broadcast on FOX and CBS. Local broadcasts are subject to blackout rules. Other conditions apply. Subscription will automatically continue each season at a special renewal rate unless customer calls to cancel prior to start of season. Subscription cannot be cancelled (in part or in whole) after the start of the season and subscription fee cannot be refunded. 2ND YEAR SAVINGS OFFER: Requires Auto Bill Pay with a 24-month agreement. Beginning in the 14th month, DIRECTV will credit the new BUSINESS CHOICE customer's account \$5/mo. for 12 consecutive months. In the 26th month the \$10/mo. credit will cease and DIRECTV services will automatically continue at the then-prevailing rate. Account must be in "good standing" as determined by DIRECTV in its sole discretion to remain eligible for all offers.

# Private Viewing Packages

These packages for private offices keep employees informed with around-the-clock access to news.

	<b>BEST VALUE!</b> <b>OFFICE CHOICE®*</b> Package Access to over <b>145</b> Channels	<b>OFFICE ENTERTAINMENT®*</b> Package Access to over <b>100</b> Channels	<b>OFFICE INFORMATION®*</b> Package Access to over <b>45</b> Channels	<b>COMMERCIAL BASIC™**</b> Package Access to over <b>30</b> Channels
<b>REGULAR PRICE</b> <small>(Customer rolls to the then-current retail rate after the expiration of promotional credits)</small>	<b>\$89<sup>99</sup></b> MO.	<b>\$66<sup>99</sup></b> MO.	<b>\$42<sup>99</sup></b> MO.	<b>\$19<sup>99</sup></b> MO.
<b>FALL OFFER</b> <small>(Valid through 12/5/12)</small>	-\$30.00/mo. For 12 months -\$5.00/mo. For 12 months with enrollment in Auto Bill Pay <sup>1</sup> <b>\$54<sup>99</sup></b> MO. FOR 12 MONTHS with Auto Bill Pay enrollment and 24-month agreement	-\$17.00/mo. For 12 months -\$5.00/mo. For 12 months with enrollment in Auto Bill Pay <sup>1</sup> <b>\$44<sup>99</sup></b> MO. FOR 12 MONTHS with Auto Bill Pay enrollment and 24-month agreement	-\$8.00/mo. For 12 months -\$5.00/mo. For 12 months with enrollment in Auto Bill Pay <sup>1</sup> <b>\$29<sup>99</sup></b> MO. FOR 12 MONTHS with Auto Bill Pay enrollment and 24-month agreement	<b>EVERYDAY LOW PRICE</b> <b>\$19<sup>99</sup></b> MO. FOR 12 MONTHS with 24-month agreement
	<b>NFL SUNDAY TICKET 2012</b> INCLUDED at no extra charge <sup>3</sup> See page 2.  ONLY ON DIRECTV.			
<b>PREMIUMS/ADVANCED SERVICES</b>	<b>FREE FOR 3 MONTHS:</b> <b>starz</b> SAVE OVER \$50 <sup>2</sup> (Rolls to \$16.99/mo. at month 4) <b>SHOWTIME</b> SAVE OVER \$50 <sup>2</sup> (Rolls to \$16.99/mo. at month 4) <b>HD ACCESS</b> SAVE \$39 <sup>3</sup> (Rolls to \$13/mo. at month 4) <b>SonicTap® MUSIC CHANNELS</b> SAVE OVER \$100 <sup>4</sup> (Rolls to \$34.99/mo. at month 4)			NO OFFERS AVAILABLE
<b>HARDWARE</b>	<b>UP TO 4 FREE RECEIVERS</b> (Up to 2 HD or 2 HD DVR; or 4 SD) <sup>5</sup> Cost for additional receivers: SD: \$69   HD: \$99			<b>UP TO 2 FREE SD RECEIVERS<sup>5</sup></b> Cost for additional receivers: SD: \$69   SD DVR or HD: \$99   HD DVR: \$199
<b>STANDARD INSTALLATION</b>	<b>FREE</b> <small>Applicable use tax adjustment may apply on retail value of installation.</small>	<b>\$49</b> Complex/custom installation extra		
<b>ADDITIONAL RECEIVER FEES</b>	<b>\$6/mo. for the 2nd and each additional receiver</b> <small>(No mirroring fee for only 1 receiver)</small>			
<b>DVR SERVICE</b>	<b>DVR Service for just \$8/mo.</b>			
<b>*ALL PRICES INCLUDE LOCAL CHANNELS WHERE AVAILABLE</b>				

**NO-CONTRACT OPTION** ■ Retail Pricing Only ■ Up to 2 FREE SD Receivers (1 SD Receiver for SonicTap® Audio only) ■ Standard Installation Fee of \$199

**Plus, lock in your savings for 2 years** Save \$5/mo. for 12 months in the 2nd year with the activation of OFFICE CHOICE®.  
Requires Auto Bill Pay and the activation of OFFICE CHOICE with a 24-month agreement.

PRIVATE VIEWING

Offers end 12/5/12; on approved credit. New Commercial customers only. 24-month programming agreement required. Credit card may be required (except in MA & PA). \$19.95 Delivery & Handling fee may apply. Local channels subscription where available. Customers must subscribe to one of the following base programming packages in order to add on any additional service(s): OFFICE CHOICE, OFFICE ENTERTAINMENT, OFFICE INFORMATION or COMMERCIAL BASIC. 1 Additional \$5/mo. credit for 12 months after signing up for Auto Bill Pay with credit card at point of sale and with activation of the OFFICE INFORMATION Package or above. 24-month agreement required. 2 Upon DIRECTV System activation, DIRECTV will credit the new customer's account for three consecutive months for SHOWTIME and/or STARZ Super Pack, provided account is in "good standing," as determined by DIRECTV in its sole discretion. 3 To access DIRECTV HD programming, HD Access fee (\$13/mo.) and HD equipment are required. Number of HD channels varies by package. 24-month base programming agreement required. Upon DIRECTV System activation, DIRECTV will credit the new customer's account for three consecutive months of HD Access, provided account is in "good standing," as determined by DIRECTV in its sole discretion. In the fourth month, HD Access will automatically continue at the then-prevailing rate. LIMIT ONE HD ACCESS BILL CREDIT OFFER PER ACCOUNT. 4 24-month agreement to a Commercial base programming package required. Upon DIRECTV System activation, DIRECTV will credit the new customer's account \$34.99/mo. for three consecutive months for SonicTap Music Channels. In the fourth month, SonicTap Music Channels will automatically continue at the then-prevailing rate. 5 New OFFICE CHOICE, OFFICE ENTERTAINMENT and OFFICE INFORMATION customers are eligible for up to two HD, two HD DVR or up to four free SD Receivers for a total of four receivers. DVR Service (\$8/mo.) activation required for DVR and HD DVR equipment. COMMERCIAL BASIC customers are eligible for up to two free SD Receivers.

©2012 NFL SUNDAY TICKET OFFER: Requires activation of NFL SUNDAY TICKET and OFFICE CHOICE Package. 2012 NFL SUNDAY TICKET regular season consists of all out-of-market NFL games (based on customer's service address) broadcast on FOX and CBS. Local broadcasts are subject to blackout rules. Other conditions apply. Subscription will automatically continue each season at a special renewal rate unless customer calls to cancel prior to start of season. Subscription cannot be cancelled (in part or in whole) after the start of the season and subscription fee cannot be refunded. Account must be in "good standing" as determined by DIRECTV in its sole discretion to remain eligible for all offers. 2ND YEAR SAVINGS OFFER: Requires Auto Bill Pay with a 24-month agreement. Beginning in the 14th month, DIRECTV will credit the new OFFICE CHOICE customer's account \$5/mo. for 12 consecutive months. In the 26th month the \$10/mo. credit will cease and DIRECTV services will automatically continue at the then-prevailing rate.

# International Packages

	NEW IN-LANGUAGE PUBLIC VIEWING PACKAGE EVO 1-100	COMERCIAL MÁS ULTRA™ PACK*	COMERCIAL MÁS ULTRA™*** Available only for Business- & Private-Viewing customers. Access to over <b>120</b> Channels	COMERCIAL BASIC™ with International Add-on <sup>1</sup> Access to over <b>30</b> Channels
REGULAR PRICE <small>(Customer rolls to the then-current retail rate after the expiration of promotional credits)</small>		<b>\$92<sup>99</sup></b> MO.	<b>\$62<sup>99</sup></b> MO.	<b>\$19<sup>99</sup></b> MO.
12-MONTH FALL OFFER <small>(Valid through 12/5/12)</small>		– \$28.00/mo.: For 12 months – \$5.00/mo.: For 12 months with enrollment in Auto Bill Pay <sup>2</sup> <b>\$59<sup>99</sup></b> MO. For 12 months with Auto Bill Pay enrollment and 24-month agreement	– \$8.00/mo.: For 12 months – \$5.00/mo.: For 12 months with enrollment in Auto Bill Pay <sup>2</sup> <b>\$49<sup>99</sup></b> MO. For 12 months with Auto Bill Pay enrollment and 24-month agreement	– \$5.00/mo.: For 12 months with enrollment in Auto Bill Pay <sup>2</sup> <b>\$14<sup>99</sup></b> MO. For 12 months with Auto Bill Pay enrollment and 24-month agreement
36-MONTH FALL OFFER <small>(BUSINESS-VIEWING CUSTOMERS ONLY, Valid through 12/5/12.)</small>		NO OFFERS AVAILABLE	– \$5.00/mo.: For 36 months with enrollment in Auto Bill Pay <sup>3</sup> <b>\$57<sup>99</sup></b> MO. For 36 months with 36-month agreement	NO OFFERS AVAILABLE
PREMIUMS/ ADVANCED SERVICES		FREE FOR 3 MONTHS: HD ACCESS SONICTAP® MUSIC CHANNELS		FREE FOR 3 MONTHS: HD ACCESS SONICTAP® MUSIC CHANNELS starz (Private Viewing Only) SHOWTIME (Private Viewing Only)
HARDWARE		UP TO 4 FREE RECEIVERS (Up to 2 HD or 4 SD) Cost for additional receivers: SD: \$69   HD: \$99		
STANDARD INSTALLATION		<b>\$49</b> Complex/custom installation extra	FREE Applicable use tax adjustment may apply on retail value of installation.	<b>\$49</b> Complex/custom installation extra

	COMERCIAL MÁS ULTRA™ PACK Access to over <b>120</b> Channels	COMERCIAL MÁS ULTRA™ Access to over <b>120</b> Channels	COMERCIAL BASIC™ with International Add-on <sup>1</sup> Access to over <b>30</b> Channels
NO CONTRACT OPTION			
REGULAR PRICE	<b>\$92<sup>99</sup></b> MO.	<b>\$62<sup>99</sup></b> MO.	<b>\$19<sup>99</sup></b> MO.
HARDWARE	UP TO 2 FREE SD RECEIVERS Cost for additional receivers: SD: \$69   SD DVR or HD: \$99   HD DVR: \$199		
STANDARD INSTALLATION	<b>\$199</b> Complex/custom installation extra		

WorldDirect® A LA CARTE PACKAGES <sup>4</sup>			
	PUBLIC VIEWING	BUSINESS VIEWING	PRIVATE VIEWING
<b>CHINESE</b> Jadeworld® TVB1, TVB2, TVBS, TVB Entertainment, CCTV-4, Tai Seng Entertainment	\$44.99/mo.	\$36.99/mo.	\$36.99/mo.
MandarinDirect™ III CTI Zhong Tian Channel, Phoenix North America, Phoenix Info News, TVBS, TVB8, Tai Seng Sat TV, CCTV-4, Charming China	\$29.99/mo.	\$24.99/mo.	\$24.99/mo.
<b>FILIPINO</b> FilipinoDirect™ The Filipino Channel, GMA Pinoy TV, ABS-CBN News Channel, Cinema One Global, Bro Channel, MYX, GMA Life TV, DWRR, DZMM, GEM NET	\$42.99/mo.	\$37.99/mo.	\$37.99/mo.
TFCDirect™ The Filipino Channel, ABS-CBN News Channel, Cinema One Global, MYX, DWRR, DZMM, GEM NET, Bro Channel	\$32.99/mo.	\$27.99/mo.	\$27.99/mo.
<b>KOREAN</b> KoreanDirect™ EBS, SBS, MBC, MBC Every1, National Geographic Channel Korea, YTN, SBS Plus, CTS, Radio Korea, TAN TV, MBN Plus	\$36.99/mo.	\$31.99/mo.	\$31.99/mo.
<b>RUSSIAN</b> RussianDirect™ Channel One Russia Worldwide (C1RW), Dom Kino, Muzika Pervogo, Carousel, Vremya	\$39.99/mo.	\$34.99/mo.	\$34.99/mo.
RussianDirect™ II Channel One Russia Worldwide (C1RW), Dom Kino, Muzika Pervogo, RTR Planeta, Rossiya 24, RTVi, Carousel, Vremya	\$45.99/mo.	\$40.99/mo.	\$40.99/mo.
RTR Planeta A La Carte RTR Planeta	\$24.99/mo.	\$19.99/mo.	\$19.99/mo.
<b>SOUTH ASIAN</b> DISHA India A La Carte DISHA India	\$24.99/mo.	\$19.99/mo.	\$19.99/mo.
HindiDirect™ II Star Plus, STAR NEWS, MTV India, Life OK, FILMY, DISHA India, Willow Cricket A La Carte, UTV International Movies	\$35.99/mo.	\$31.99/mo.	\$31.99/mo.
<b>VIETNAMESE</b> VietDirect™ HONVIETV SBTN, TVB Vietnam, Little Saigon Radio, HONVIETV, Tai Seng Vietnam, Vien Thao	\$34.99/mo.	\$29.99/mo.	\$29.99/mo.
VietDirect™ VHN SBTN A La Carte, VHN-TV, TVB Vietnam, Little Saigon Radio, Tai Seng Vietnam, Vien Thao	\$29.99/mo.	\$24.99/mo.	\$24.99/mo.

Add any of these packages ABOVE onto any base programming package.

Multi-Satellite System required. <sup>1</sup> International packages are not required if taking COMMERCIAL BASIC in the Business/Private Viewing segments. Additional receiver fees apply. <sup>2</sup> Additional \$5/mo. credit for 12 months. 24-month agreement required. <sup>3</sup> Purchase of 36 consecutive months of BUSINESS CHOICE, BUSINESS ENTERTAINMENT, BUSINESS INFORMATION or COMMERCIAL MÁS ULTRA and local channels packages (if available in your market) required. <sup>4</sup> Customer must subscribe to one of the following programming packages in order to add any International A La Carte Packages: COMMERCIAL XTRA PACK, COMMERCIAL CHOICE PLUS, COMMERCIAL CHOICE, BUSINESS CHOICE, BUSINESS ENTERTAINMENT, BUSINESS INFORMATION, OFFICE CHOICE, OFFICE ENTERTAINMENT, OFFICE INFORMATION, COMMERCIAL MÁS ULTRA, COMMERCIAL MÁS ULTRA PACK or COMMERCIAL BASIC. \*COMMERCIAL MÁS ULTRA PACK BILL CREDIT OFFER: Pricing for COMMERCIAL MÁS ULTRA PACK based on Estimated Viewing Occupancy (EVO of 1-100 only). COMMERCIAL MÁS ULTRA PACK (regularly \$92.99/mo.) includes local channels, COMMERCIAL MÁS ULTRA (\$62.99/mo.) and outlet fees for two receivers (\$30/mo.). Additional outlet fees (\$15/mo.) apply for the third and additional receiver. Purchase of 24 consecutive months of COMMERCIAL MÁS ULTRA PACK with local channels (if available in your market) required. Upon DIRECTV System activation and beginning in the second month, DIRECTV will credit the new COMMERCIAL MÁS ULTRA PACK customer's account \$28/mo. for 12 consecutive months and \$5 for 12 consecutive months for Auto Bill Pay. \*\*COMMERCIAL MÁS ULTRA BILL CREDIT OFFER: Business and Private new customers only. Purchase of 24 consecutive months of COMMERCIAL MÁS ULTRA with local channels (if available in your market) required. Upon DIRECTV System activation and beginning in the second month, DIRECTV will credit the new COMMERCIAL MÁS ULTRA customer's account \$8/mo. for 12 consecutive months for the COMMERCIAL MÁS ULTRA and local channels packages, plus an additional \$5 for 12 consecutive months when customer activates and maintains the COMMERCIAL MÁS ULTRA Package and enrolls in Auto Bill Pay with credit card at point of sale. Account must be in "good standing," as determined by DIRECTV in its sole discretion, to remain eligible for all offers. IF BY THE END OF PROMOTIONAL PRICE PERIOD(S) CUSTOMER DOES NOT CONTACT DIRECTV TO CHANGE SERVICE THEN ALL SERVICES WILL AUTOMATICALLY CONTINUE AT THE THEN-PREVALING RATES. IN THE EVENT YOU FAIL TO MAINTAIN YOUR PROGRAMMING AGREEMENT, YOU AGREE THAT DIRECTV MAY CHARGE YOU A PRORATABLY EARLY CANCELLATION FEE OF \$480. LIMIT ONE BILL CREDIT OFFER PER ACCOUNT. In certain markets, programming/pricing may vary. HD ACCESS OFFER: To access DIRECTV HD programming, HD Access fee (\$25/mo.) and HD equipment are required. Number of HD channels varies by package. Upon DIRECTV System activation, DIRECTV will credit the new customer's account \$25/mo. for three consecutive months for HD Access, provided account is in "good standing," as determined by DIRECTV in its sole discretion. In the fourth month, HD Access will automatically continue at the then-prevailing rate. LIMIT ONE HD ACCESS BILL CREDIT OFFER PER ACCOUNT. **HARDWARE OFFER:** Programming agreement, as defined by customer's Commercial programming rate card, required. DVR Service (\$8/mo.) activation required for DVR and HD DVR equipment. HD equipment also requires HD Access fee of \$25/mo. Offer available to new Commercial customers in commercial structures no more than three stories high. No single-family residences allowed. Up to two free HD or four free SD Receivers per commercial location. Make and model of system at DIRECTV's sole discretion. Offer void where prohibited or restricted. All DIRECTV Receivers must be continuously connected to the same land-based phone line. **SONICTAP MUSIC CHANNELS OFFER:** 24-month agreement to a Commercial base programming package required. Upon DIRECTV System activation, DIRECTV will credit the new customer's account \$34.99/mo. for three consecutive months for SonicTap Music Channels. In the fourth month, SonicTap Music Channels will automatically continue at the then-prevailing rate. **INSTALLATION:** \$49 standard professional commercial installation for COMMERCIAL MÁS ULTRA PACK and COMMERCIAL BASIC customers. Free standard professional commercial installation for COMMERCIAL MÁS ULTRA Package customers. Complex/custom installation extra. DIRECTV programming, pricing, terms and conditions subject to change at any time. Taxes not included. Receipt of DIRECTV programming subject to terms of DIRECTV Commercial Customer Viewing Agreement; copy provided with new customer information packet. ©2012 DIRECTV. DIRECTV and the DIRECTV for BUSINESS logo, COMMERCIAL BASIC and COMMERCIAL MÁS ULTRA are trademarks of DIRECTV, LLC. All other trademarks and service marks are the property of their respective owners.

INTERNATIONAL PACKAGES



# Drive Traffic with Premium Sports Packages

Only DIRECTV gives customers all of this.

PUBLIC VIEWING			1-50	51-100	101-200	201-350	351-500	501-1,000	1,001-2,000	2,001-5,000	5,001-10,000	10,001+
FCO	NBA LEAGUE PASS	NEW CUSTOMERS <sup>1</sup> (Acquisition)	1-PAY	\$599 <sup>97</sup>	\$899 <sup>97</sup>	101-150 \$1,334 <sup>97</sup>	\$2,549 <sup>97</sup>	\$2,974 <sup>98</sup>	\$3,952 <sup>98</sup>	\$5,795 <sup>49</sup>	\$8,457 <sup>48</sup>	\$13,429 <sup>98</sup>
				151-200 \$1,742 <sup>97</sup>								
		3-PAY	\$199 <sup>99</sup>	\$299 <sup>99</sup>	101-150 \$444 <sup>99</sup>	\$849 <sup>99</sup>	\$991 <sup>66</sup>	\$1,317 <sup>66</sup>	\$1,991 <sup>83</sup>	\$2,819 <sup>16</sup>	\$4,476 <sup>66</sup>	
			151-200 \$580 <sup>99</sup>									
		5-PAY	\$119 <sup>99</sup>	\$179 <sup>99</sup>	101-150 \$266 <sup>99</sup>	\$509 <sup>99</sup>	\$595 <sup>00</sup>	\$790 <sup>60</sup>	\$1,195 <sup>10</sup>	\$1,619 <sup>50</sup>	\$2,686 <sup>00</sup>	
			151-200 \$348 <sup>59</sup>									
	EXISTING CUSTOMERS (Renewal)	1-PAY	\$799 <sup>97</sup>	\$1099 <sup>97</sup>	101-150 \$1,569 <sup>99</sup>	\$2,999 <sup>97</sup>	\$3,499 <sup>97</sup>	\$4,649 <sup>97</sup>	\$7,029 <sup>99</sup>	\$9,949 <sup>98</sup>	\$15,799 <sup>98</sup>	
			151-200 \$2,049 <sup>99</sup>									
		3-PAY	\$266 <sup>66</sup>	\$366 <sup>66</sup>	101-150 \$523 <sup>33</sup>	\$999 <sup>99</sup>	\$1,166 <sup>66</sup>	\$1,549 <sup>99</sup>	\$2,343 <sup>33</sup>	\$3,316 <sup>66</sup>	\$5,266 <sup>66</sup>	
			151-200 \$683 <sup>33</sup>									
5-PAY	\$159 <sup>99</sup>	\$219 <sup>99</sup>	101-150 \$314 <sup>00</sup>	\$599 <sup>99</sup>	\$699 <sup>99</sup>	\$929 <sup>99</sup>	\$1,406 <sup>00</sup>	\$1,990 <sup>00</sup>	\$3,160 <sup>00</sup>			
	151-200 \$410 <sup>00</sup>											
EVO	NHL <sup>®</sup> CENTER ICE <sup>®</sup>	NEW CUSTOMERS <sup>2</sup> (Acquisition)	1-PAY	\$524 <sup>97</sup>	\$674 <sup>97</sup>	101-150 \$935 <sup>97</sup>	\$1,316 <sup>97</sup>	\$1,587 <sup>99</sup>	\$1,955 <sup>97</sup>			
				151-200 \$1,190 <sup>97</sup>								
			3-PAY	\$174 <sup>99</sup>	\$224 <sup>99</sup>	101-150 \$311 <sup>99</sup>	\$438 <sup>99</sup>	\$529 <sup>33</sup>	\$651 <sup>99</sup>			
				151-200 \$396 <sup>99</sup>								
FCO	ESPN GamePlan	NEW CUSTOMERS <sup>2</sup>	1-PAY	\$394 <sup>98</sup>	\$946 <sup>98</sup>	\$1,639 <sup>98</sup>	\$1,955 <sup>97</sup>	\$2,902 <sup>98</sup>	\$3,786 <sup>99</sup>	\$4,746 <sup>99</sup>		
		EXISTING CUSTOMERS <sup>3</sup>	1-PAY	\$630 <sup>99</sup>	\$1,556 <sup>97</sup>	\$1,925 <sup>97</sup>	\$2,301 <sup>99</sup>	\$3,413 <sup>97</sup>	\$4,342 <sup>98</sup>	\$5,585 <sup>97</sup>		
FCO	ESPN FULL COURT	NEW CUSTOMERS	1-PAY	\$472 <sup>74</sup>	\$787 <sup>92</sup>	\$1,011 <sup>71</sup>	\$1,181 <sup>91</sup>	\$1,575 <sup>89</sup>	\$1,875 <sup>32</sup>	\$2,048 <sup>68</sup>		
			3-PAY	\$157 <sup>58</sup>	\$262 <sup>64</sup>	\$337 <sup>24</sup>	\$393 <sup>97</sup>	\$525 <sup>30</sup>	\$625 <sup>11</sup>	\$682 <sup>89</sup>		
		EXISTING CUSTOMERS	1-PAY	\$550 <sup>49</sup>	\$925 <sup>57</sup>	\$1,157 <sup>76</sup>	\$1,389 <sup>94</sup>	\$1,853 <sup>26</sup>	\$2,205 <sup>23</sup>	\$2,425 <sup>86</sup>		
			3-PAY	\$183 <sup>50</sup>	\$308 <sup>92</sup>	\$385 <sup>92</sup>	\$463 <sup>31</sup>	\$617 <sup>75</sup>	\$735 <sup>08</sup>	\$808 <sup>62</sup>		
FOX Soccer Plus	NEW & EXISTING CUSTOMERS	MONTHLY	\$100 <sup>00</sup>	\$150 <sup>00</sup>	\$200 <sup>00</sup>	\$250 <sup>00</sup>	\$300 <sup>00</sup>					
FOX Soccer Channel	NEW & EXISTING CUSTOMERS		\$499 <sup>00</sup>									

REMINDER: An approved FCO /EVO must be on file prior to the activation of any FCO/EVO premium sports package. Acquisition: Add package at point of sale. Upgrade: Active DIRECTV customer who did not take package in prior season. Renewal: Active DIRECTV customer who did take package in prior season.

BUSINESS/PRIVATE VIEWING		BUSINESS VIEWING	PRIVATE VIEWING
NBA LEAGUE PASS (3-Pay and 5-Pay options also available!)	NEW CUSTOMERS (ACQUISITION) <sup>1</sup>	\$199 <sup>98</sup>	\$199 <sup>98</sup>
	EXISTING CUSTOMERS (RENEWAL)		
NHL <sup>®</sup> CENTER ICE <sup>®</sup> (3-Pay option also available!)	NEW CUSTOMERS (ACQUISITION) <sup>2</sup>	\$194 <sup>97</sup>	\$194 <sup>97</sup>
ESPN GAME PLAN	EXISTING CUSTOMERS (UPGRADE)	\$630 <sup>99</sup>	\$630 <sup>99</sup>
ESPN FULL COURT (3-Pay option also available!)	EXISTING CUSTOMERS	\$119 <sup>77</sup>	\$119 <sup>77</sup>
SPORTS CHOICE <sup>®</sup>	NEW AND EXISTING CUSTOMERS	N/A	\$191 <sup>88</sup>
FOX Soccer Plus	NEW AND EXISTING CUSTOMERS	\$100 <sup>00</sup> /mo.	\$100 <sup>00</sup> /mo.



For full Sports Mix functionality, a D10 (or later model) interactive DIRECTV Receiver is required. Access to channels depends on programming package.

SPORTS PACKAGES

9 Pricing is based on either Fire Code Occupancy (FCO) or Estimated Viewing Occupancy (EVO). 1 Any new or existing DIRECTV customer who has never taken this package qualifies. 2 Customers who are new to DIRECTV qualify. 3 Existing DIRECTV customers who have not taken this package in 2011 qualify.

