

PUBLIC VIEWING PACKAGES

PACK THE HOUSE AND KEEP CUSTOMERS COMING BACK WITH THESE PACKAGES FOR BARS AND RESTAURANTS.



	EVO	COMMERCIAL CHOICE® PLUS* Access to over 130 Channels	BEST VALUE!	COMMERCIAL XTRA™ PACK**1 Access to over 180 Channels	COMMERCIAL CHOICE®* Access to over 125 Channels	BUSINESS INFORMATION®* Access to over 50 Channels
RETAIL PRICE <small>(Customer rolls to the then current retail rate after the expiration of promotional credits)</small>	1-50			\$120 ⁹⁹ /mo.	\$58 ⁹⁹ /mo.	\$42 ⁹⁹ /mo.
	51-100				\$69 ⁹⁹ /mo.	
	101-150	\$259 ⁹⁹ /mo.			\$81 ⁹⁹ /mo.	
	151-200	\$304 ⁹⁹ /mo.			\$99 ⁹⁹ /mo.	
	201-500	\$350 ⁹⁹ /mo.			\$111 ⁹⁹ /mo.	
	501-1000	\$370 ⁹⁹ /mo.			\$129 ⁹⁹ /mo.	
	1001-2000	\$394 ⁹⁹ /mo.			\$157 ⁹⁹ /mo.	
	2001+	\$422 ⁹⁹ /mo.			\$180 ⁹⁹ /mo.	
OFFER <small>(valid through 5/16/12)</small>		SAVE OVER \$65/MO. for 12 months starting at \$194⁹⁹/mo. with 24-month agreement	SAVE \$36/MO. for 12 months \$84⁹⁹/mo. with 24-month agreement	SAVE \$66/MO. for 3 months \$54⁹⁹/mo. with 24-month agreement	SAVE \$9/MO. for 12 months starting at \$49⁹⁹/mo. with 24-month agreement	SAVE \$8/MO. for 12 months \$34⁹⁹/mo. with 24-month agreement
		SAVE AN ADDITIONAL \$5/MO. FOR 12 MONTHS WITH ENROLLMENT IN AUTO BILL PAY! ² starting at \$189⁹⁹/mo. with 24-month agreement			SAVE \$120.99/MO. for 4 months FREE with 24-month agreement (Auto Bill Pay required at point of sale)	SAVE AN ADDITIONAL \$5/MO. FOR 12 MONTHS WITH ENROLLMENT IN AUTO BILL PAY! ² starting at \$44⁹⁹/mo. with 24-month agreement
PREMIUMS/ADVANCED SERVICES	FREE FOR 3 MONTHS: <ul style="list-style-type: none"> HD ACCESS – SAVE \$75³ (rolls to \$25/mo. in month 4) SONICTAP® MUSIC CHANNELS – SAVE OVER \$100⁴ (rolls to \$34.99/mo. in month 4) 					
HARDWARE	UP TO 4 FREE HD OR SD RECEIVERS ⁵ <small>Cost for additional receivers: SD: \$69 HD: \$99</small>			UP TO 4 FREE RECEIVERS (UP TO 2 HD OR 4 SD) ⁵ <small>Cost for additional receivers: SD: \$69 HD: \$99</small>		
STANDARD INSTALLATION	FREE <small>Applicable use tax adjustment may apply on retail value of installation.</small>			\$49 <small>Complex/custom installation extra.</small>		
ADDITIONAL RECEIVER FEES	NO ADDITIONAL OUTLET FEES	\$15/MO. FOR 3 RD AND EACH ADDITIONAL RECEIVER <small>(\$15/mo. for 4th and each additional receiver with SonicTap®)</small>			NO ADDITIONAL OUTLET FEES	\$15/MO. FOR 3 RD AND EACH ADDITIONAL RECEIVER
*ALL PRICES INCLUDE LOCALS WHERE AVAILABLE						

NO CONTRACT OPTION

■ RETAIL PRICING ONLY

■ UP TO 2 FREE SD RECEIVERS
(1 SD Receiver for SonicTap® Audio only)

■ STANDARD INSTALLATION FEE OF \$199

82%

of bar and restaurant subscribers believe DIRECTV sports programming increases their business.*

Offers end 5/16/12 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 or COMMERCIAL MAS ULTRA. 1 Public Viewing pricing based on Estimated Viewing Occupancy (EVO) 1-100. 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). 2 Additional \$5/mo. credit for 12 months after signing up for Auto Bill Pay 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 provided account is in "good standing," as determined by DIRECTV in its sole discretion, to remain eligible. 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 for three consecutive months. In the fourth month, the SonicTap Music Channels package 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, BUSINESS INFORMATION and COMMERCIAL MAS ULTRA customers are eligible for up to four free receivers. Maximum of two HD Receivers only. *Based on an October 2011 national survey of bars and restaurants who expressed an opinion.

BUSINESS VIEWING PACKAGES

KEEP CUSTOMERS ENTERTAINED WHILE THEY SHOP, WAIT OR WORK OUT WITH THESE PACKAGES FOR SMALL BUSINESSES.

	BEST VALUE! BUSINESS CHOICE™* Access to over 170 Channels	BUSINESS ENTERTAINMENT®* Access to over 75 Channels	BUSINESS INFORMATION®* Access to over 50 Channels	COMMERCIAL BASIC™* Access to over 30 Channels
RETAIL PRICE <small>(Customer rolls to the then current retail rate after the expiration of promotional credits)</small>	\$89⁹⁹ mo.	\$66⁹⁹ mo.	\$42⁹⁹ mo.	\$19⁹⁹ mo.
OFFER <small>(valid through 5/16/12)</small>	SAVE \$30/MO. for 12 months \$59⁹⁹ mo. with 24-month agreement	SAVE \$17/MO. for 12 months \$49⁹⁹ mo. with 24-month agreement	SAVE \$8/MO. for 12 months \$34⁹⁹ mo. with 24-month agreement	EVERYDAY LOW PRICE \$19⁹⁹ mo. with 24-month agreement
	SAVE AN ADDITIONAL \$5/MO. FOR 12 MONTHS WITH ENROLLMENT IN AUTO BILL PAY! ¹			
	\$54⁹⁹ mo. with 24-month agreement	\$44⁹⁹ mo. with 24-month agreement	\$29⁹⁹ mo. with 24-month agreement	NO AUTO BILL PAY OFFER AVAILABLE
PREMIUMS/ADVANCED SERVICES	FREE FOR 3 MONTHS: <ul style="list-style-type: none"> ■ HD ACCESS – SAVE \$39² (rolls to \$13/mo. in month 4) ■ SONICTAP® MUSIC CHANNELS – SAVE OVER \$100³ (rolls to \$34.99/mo. in month 4) 			NO OFFERS AVAILABLE
HARDWARE	UP TO 4 FREE RECEIVERS (UP TO 2 HD OR 4 SD)⁴ Cost for additional receivers: SD: \$69 HD: \$99			UP TO 2 FREE SD RECEIVERS⁴ Cost for additional receivers: SD: \$69 HD: \$99
STANDARD INSTALLATION	FREE <small>Applicable use tax adjustment may apply on retail value of installation.</small>	\$49 <small>Complex/custom installation extra.</small>		
ADDITIONAL RECEIVER FEES	NO MIRRORING FEE FOR ONLY ONE RECEIVER. MIRRORING FEE FOR FIRST TWO RECEIVERS \$6/MO.; ADDITIONAL RECEIVER MIRRORING FEES \$6/MO. EACH			
*ALL PRICES INCLUDE LOCALS WHERE AVAILABLE				

NO CONTRACT OPTION

■ RETAIL PRICING ONLY

■ UP TO 2 FREE SD RECEIVERS
(1 SD Receiver for SonicTap® Audio only)

■ STANDARD INSTALLATION FEE OF \$199

91%

of business subscribers believe that DIRECTV programming helps customers and patients pass the time.*

Offers end 5/16/12. 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): BUSINESS CHOICE, BUSINESS ENTERTAINMENT, BUSINESS INFORMATION, COMMERCIAL BASIC or COMERCIAL MAS ULTRA. 1 Additional \$5/mo. credit for 12 months after signing up for Auto Bill Pay and with activation of the BUSINESS INFORMATION Package or above. 24-month agreement required. 2 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. Mirroring fee for first two receivers \$6/mo.; additional receiver mirroring fees \$6/mo each. 24-month base programming agreement required. Upon DIRECTV System activation, DIRECTV will credit the new customer's account for three consecutive months provided account is in "good standing," as determined by DIRECTV in its sole discretion, to remain eligible. In the fourth month, HD Access will automatically continue at the then-prevailing rate. LIMIT ONE HD ACCESS BILL CREDIT OFFER PER ACCOUNT. 3 24-month agreement to a Commercial base programming package is required. Upon DIRECTV System activation, DIRECTV will credit the new customer's account for three consecutive months. In the fourth month, the SonicTap Music Channels package will automatically continue at the then-prevailing rate. 4 BUSINESS CHOICE, BUSINESS ENTERTAINMENT, BUSINESS INFORMATION and COMERCIAL MAS ULTRA customers are eligible for up to four free receivers. Maximum of two HD Receivers only. COMMERCIAL BASIC customers are eligible for up to two free SD Receivers. *Based on an October 2011 national survey of businesses who expressed an opinion.

PRIVATE VIEWING PACKAGES

KEEP EMPLOYEES INFORMED WITH AROUND-THE-CLOCK ACCESS TO NEWS WITH THESE PACKAGES FOR PRIVATE OFFICES.

	BEST VALUE! OFFICE CHOICE®* Access to over 140 Channels	OFFICE ENTERTAINMENT®* Access to over 75 Channels	OFFICE INFORMATION®* Access to over 45 Channels	COMMERCIAL BASIC™** Access to over 30 Channels
RETAIL PRICE <small>(Customer rolls to the then current retail rate after the expiration of promotional credits)</small>	\$89⁹⁹ mo.	\$66⁹⁹ mo.	\$42⁹⁹ mo.	\$19⁹⁹ mo.
OFFER <small>(valid through 5/16/12)</small>	SAVE \$30/MO. for 12 months \$59⁹⁹ mo. with 24-month agreement	SAVE \$17/MO. for 12 months \$49⁹⁹ mo. with 24-month agreement	SAVE \$8/MO. for 12 months \$34⁹⁹ mo. with 24-month agreement	EVERYDAY LOW PRICE \$19⁹⁹ mo. with 24-month agreement
	SAVE AN ADDITIONAL \$5/MO. FOR 12 MONTHS WITH ENROLLMENT IN AUTO BILL PAY!¹			
	\$54⁹⁹ mo. with 24-month agreement	\$44⁹⁹ mo. with 24-month agreement	\$29⁹⁹ mo. with 24-month agreement	NO AUTO BILL PAY OFFER AVAILABLE
PREMIUMS/ADVANCED SERVICES	FREE FOR 3 MONTHS: <ul style="list-style-type: none"> ■ starz – SAVE OVER \$50² (rolls to \$16.99/mo. in month 4) ■ SHOWTIME – SAVE OVER \$50² (rolls to \$16.99/mo. in month 4) ■ HD ACCESS – SAVE \$39³ (rolls to \$13/mo. in month 4) ■ SONICTAP® MUSIC CHANNELS – SAVE OVER \$100⁴ (rolls to \$34.99/mo. in month 4) 			NO OFFERS AVAILABLE
HARDWARE	UP TO 4 FREE SD, HD AND/OR DVR RECEIVERS (MAXIMUM OF 2 HD)⁵ <small>Cost for additional receivers: SD: \$69 SD DVR or HD: \$99 HD DVR: \$199</small>			UP TO 2 FREE SD RECEIVERS⁵ <small>Cost for additional receivers: SD: \$69 SD DVR or HD: \$99 HD DVR: \$199</small>
STANDARD INSTALLATION	FREE <small>Applicable use tax adjustment may apply on retail value of installation.</small>	\$49 <small>Complex/custom installation extra.</small>		
ADDITIONAL TV FEES	NO MIRRORING FEE FOR ONLY ONE RECEIVER. MIRRORING FEE FOR FIRST TWO RECEIVERS \$6/MO.; ADDITIONAL RECEIVER MIRRORING FEES \$6/MO. EACH			
ADDITIONAL SERVICES	ADDITIONAL DVR SERVICE FOR JUST \$8/MO.			
* ALL PRICES INCLUDE LOCALS WHERE AVAILABLE				
NO CONTRACT OPTION	■ RETAIL PRICING ONLY	■ UP TO 2 FREE SD RECEIVERS <small>(1 SD Receiver for SonicTap® Audio only)</small>	■ STANDARD INSTALLATION FEE OF \$199	

Offers end 5/16/12 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, COMMERCIAL BASIC or COMMERCIAL MAS ULTRA. 1 Additional \$5/mo. credit for 12 months after signing up for Auto Bill Pay 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, to remain eligible. 3 To access DIRECTV HD programming, HD Access fee (\$13/mo.) and HD equipment are required. Number of HD channels varies by package. Mirroring fees of \$6/mo. for second and each additional receiver applies. 24-month base programming agreement required. Upon DIRECTV System activation, DIRECTV will credit the new customer's account for three consecutive months provided account is in "good standing," as determined by DIRECTV in its sole discretion, to remain eligible. 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 for three consecutive months. In the fourth month, the SonicTap Music Channels package will automatically continue at the then-prevailing rate. 5 OFFICE CHOICE, OFFICE ENTERTAINMENT, OFFICE INFORMATION and COMMERCIAL MAS ULTRA customers are eligible for up to four free SD, HD and/or DVR Receivers. Maximum of two HD Receivers only. DVR Service (\$8/mo.) activation required for DVR and HD DVR equipment. COMMERCIAL BASIC customers are eligible for up to two free SD Receivers.

INTERNATIONAL PACKAGES

OFFER EVERY BUSINESS THE BEST IN EVERY LANGUAGE.

	COMERCIAL MÁS ULTRA™ Access to over 120 Channels	COMMERCIAL BASIC™ with International Access to over 30 Channels
RETAIL PRICE <small>(Customer rolls to the then current retail rate after the expiration of promotional credits)</small>	\$62 ⁹⁹ / _{mo.}	\$19 ⁹⁹ / _{mo.}
OFFER <small>(valid through 5/16/12)</small>	SAVE \$8/MO. for 12 months \$54 ⁹⁹ / _{mo.} with 24-month agreement	EVERYDAY LOW PRICE \$19 ⁹⁹ / _{mo.} with 24-month agreement
	SAVE \$5/MO. FOR 12 MONTHS WITH ENROLLMENT IN AUTO BILL PAY! ² \$49 ⁹⁹ / _{mo.} with 24-month agreement	SAVE \$5/MO. FOR 12 MONTHS WITH ENROLLMENT IN AUTO BILL PAY! ² \$14 ⁹⁹ / _{mo.} with 24-month agreement
PREMIUMS/ ADVANCED SERVICES	3 FREE MONTHS ■ HD ACCESS ■ SONICTAP® MUSIC CHANNELS	3 FREE 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 SD DVR or HD: \$99 HD DVR: \$199	
STANDARD INSTALLATION	FREE <small>Applicable use tax adjustment may apply on retail value of installation.</small>	\$49 <small>Complex/custom installation extra.</small>

NO CONTRACT OPTION	COMERCIAL MÁS ULTRA™ Access to over 120 Channels	COMMERCIAL BASIC™ with International Access to over 30 Channels
RETAIL PRICE	\$62 ⁹⁹ / _{mo.}	\$19 ⁹⁹ / _{mo.}
HARDWARE	UP TO 2 FREE SD RECEIVERS Cost for additional receivers: SD: \$69 SD DVR or HD: \$99 HD DVR: \$199	
STANDARD INSTALLATION	\$199 <small>Complex/custom installation extra.</small>	

INTERNATIONAL A LA CARTE PACKAGES

	PUBLIC VIEWING	BUSINESS VIEWING	PRIVATE VIEWING
CHINESE 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.
FILIPINO FilipinoDirect™ The Filipino Channel, GMA Pinoy TV, ABS-CBN News Channel, Cinema One Global, BRO, 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	\$32.99/mo.	\$27.99/mo.	\$27.99/mo.
KOREAN 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.
RUSSIAN RussianDirect™ Channel One Russia Worldwide (C1RW), Dom Kino, Muzika Pervogo, Karousel, 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, Karousel, 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.
SOUTH ASIAN Disha India A La Carte Disha India	\$24.99/mo.	\$19.99/mo.	\$19.99/mo.
HindiDirect™ II Star Plus, STAR NEWS, MTV India, STAR One, Filmy, Disha India, Willow Cricket, UTV Movies	\$35.99/mo.	\$31.99/mo.	\$31.99/mo.
VIETNAMESE 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, 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.

1 International packages are not required if taking COMMERCIAL BASIC in the Business/Private Viewing segments. Additional receiver fees apply. 2 Additional \$5/mo. credit for 12 months. 24-month agreement required. 3 Customer must subscribe to the following programming packages in order to add any International a la carte package: COMMERCIAL XTRA PACK, COMMERCIAL CHOICE PLUS, COMMERCIAL CHOICE, BUSINESS CHOICE, BUSINESS ENTERTAINMENT, BUSINESS INFORMATION, OFFICE CHOICE, OFFICE ENTERTAINMENT, OFFICE INFORMATION, COMERCIAL MAS ULTRA or COMMERCIAL BASIC.