



Dear Prospective DIRECTV Commercial Customer:

Thank you so much for your interest in DIRECTV® Commercial Programming. You will find with the enclosed that DIRECTV has the widest selection of sports, informational and entertainment programming available anywhere.

Whether your need is entertainment or business-oriented programming, we carry 100% digital-quality video and audio offerings. Here are some of the highlights of our programming packages:

OFFICE CHOICE®

High-Definition (HDTV) programming*

NFL SUNDAY TICKET™ - exclusively from DIRECTV

NASCAR HotPass™ - exclusively from DIRECTV

NBA, NHL, MLB packages plus a wide variety of out-of-market sports programming

Local Channels**

SonicTap® Music Channels

We hope you decide to choose our service for your executive office and conference rooms. Our customer service and dealer network are the best in the business. We encourage you to work with one of our dealers in the field who will help you identify a lineup that will address your clientele's unique programming needs. Whether it's music, sports or news, DIRECTV is your solution.

Please call our 24-hour, 7-day-per-week Business Service Center for more information, at 1-888-200-4388.

Best Regards,
Douglas Eichler
Vice President, Commercial
DIRECTV, Inc.
Contact us at commercialvoice@DIRECTV.com

*To access DIRECTV HD programming, a Slimline Dish, a DIRECTV HD Receiver and HD television equipment are required.

**Eligibility for Local channels based on service address. Not all networks available in all markets. Programming and pricing subject to change at any time. ©2011 DIRECTV, Inc. DIRECTV and the Cyclone Design logo are registered trademarks of DIRECTV, Inc. All other trademarks and service marks are the property of their respective owners.



Private Office Viewing Ordering Instructions

Private Office Viewing: DIRECTV® programming that is viewed in areas not accessible to the public or clientele, do not include common areas and food and drinks are not sold for immediate consumption. Examples include offices, conference rooms and break rooms.

- 1 Select the programming that you wish to receive by completing the appropriate entries on the Private Office Viewing Order Form. Sign the Order Form, Commercial Viewing Agreement and Customer Information Form.

- 2 You or your authorized Commercial Dealer should forward the following paperwork and payment (as applicable) to DIRECTV:
 - Private Office Viewing Order Form (Pages 8).
 - DIRECTV Commercial Viewing Agreement (Pages 9 & 10).
 - Commercial Customer Information Form (Pages 11).

Phone: 1-888-200-4388
FAX: 1-800-933-4631

Email: CommercialContracts@DIRECTV.com

- 3 Call the DIRECTV Business Service Center at 1-888-200-4388 to activate your account. For services that do not require advance payment, you will receive a statement within 10 days of your initial account authorization.

Once we have received all of the requested materials, including prepayment when required, your account will be established automatically within 24 hours.

Please note that multiple receivers activated on the same account must be continuously connected to the same land-based phone line to receive sports programming and to mirror programming.

Programming, pricing, terms and conditions subject to change. Hardware and programming sold separately. Equipment specifications may vary in Alaska and Hawaii. © 2012 DIRECTV, Inc. DIRECTV and the Cyclone Design logo are registered trademarks of DIRECTV, Inc.



DIRECTV® PRIVATE OFFICE VIEWING PACKAGES and RATES

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™ and Comercial Más Ultra™.

HD Access to DIRECTV HD programming requires a DIRECTV HD Receiver, HD television equipment and an HD Access fee of \$13.00 per month.
Access fee is required in order to receive ANY HD channel within any package

140+ CHANNELS

OFFICE CHOICE™ Offers entertainment, sports and news making this comprehensive package our best value. Includes all the channels in OFFICE ENTERTAINMENT, plus the popular choice channels below.

Big Ten Network^{HD}
 Biography^{HD}
 Boomerang
 CBS Sports Network^{HD}
 Celebrity Shopping Network
 Cloo
 Cooking Channel
 Destination America^{HD}
 DIRECTV Sports Mix
 Discovery Fit & Health
 DIY Network
 ESPN^{HD}

ESPN2^{HD}
 ESPN3D^{HD}
 ESPN Classic
 ESPNEWS^{HD}
 ESPNU^{HD}
 FOX Deportes
 FUEL TV^{HD}
 Fuse
 Go!TV^{HD}
 Great American Country
 H2
 Independent Film Channel

LOGO
 Military Channel
 MLB Network^{HD}
 Nat Geo WILD
 NBA TV^{HD}
 NBC Sports Network^{HD}
 NFL Network^{HD}
 NHL Network^{HD}
 Nick Jr.
 Outdoor Channel
 Ovation TV
 Oxygen

PBS Kids Sprout
 Science Channel^{HD}
 Speed^{HD}
 Sportsman Channel
 Style
 TeenNick
 The Hub
 TV One
 TVG: The Interactive Horseracing Network
 VH1 Classic
 WGN America^{HD}

3D requires 3D equipment and HD Access.

Monthly Fee.....\$84.99

Annual Fee.....\$1,019.88

90+ CHANNELS

OFFICE ENTERTAINMENT® Offers a great selection of movie, music and information channels. Includes all the channels in BUSINESS INFORMATION, plus the additional entertainment channels below.

ABC Family^{HD}
 American Movie Classics^{HD}
 Animal Planet^{HD}
 BBC America
 BET^{HD}
 Bravo^{HD}
 Cartoon Network (East)^{HD}
 Cartoon Network (West)
 Church Channel
 Comedy Central^{HD}
 Country Music Television^{HD}
 Discovery Channel^{HD}

Disney Channel (East)^{HD}
 Disney Channel (West)
 Disney XD^{HD}
 E! Entertainment Television^{HD}
 Fox Movie Channel
 FX^{HD}
 Galavisión
 Gospel Music Channel
 Hallmark^{HD}
 HSN
 Investigation Discovery
 Lifetime^{HD}

MTV^{HD}
 MTV2
 National Geographic Channel^{HD}
 Nickelodeon/Nick at Nite (East)^{HD}
 Nickelodeon/Nick at Nite (West)
 Nicktoons Network
 QVC
 REELZ Channel
 RFD-TV
 ShopNBC
 SOAPnet
 Spike TV^{HD}

Syfy^{HD}
 TBS^{HD}
 TLC^{HD}
 TNT^{HD}
 Turner Classic Movies (TCM)
 TV Land
 TV Guide Channel
 Univision (East)^{HD}
 USA Network^{HD}
 Velocity^{HD (only in HD)}
 VH1^{HD}
 WE tv

Monthly Fee.....\$61.99

Annual Fee.....\$743.88

45+ CHANNELS

OFFICE INFORMATION® Bring your customers a wealth of news and information with this package of valuable networks. Perfect for a business or professional environment.

A&E^{HD}
 AUDIENCE Network^{HD}
 BabyFirstTV†
 Bloomberg Television
 BYU TV
 Christian Television Network
 CNBC^{HD}
 CNBC World
 CNN^{HD}
 C-SPAN
 C-SPAN2
 Current TV

DIRECTV News Mix
 Daystar
 Enlace
 EWTN
 Food Network^{HD}
 Fox Business Network^{HD}
 Fox News Channel^{HD}
 Free Speech TV†
 GOD TV†
 Golden Eagle Broadcasting†
 GSN: the network for games
 HDNet^{HD (only in HD)}

Headline News
 HGTV^{HD}
 History^{HD}
 HITN
 Hope Channel
 Inspiration Network
 Jewelry Television Network
 Jewish Life TV
 Link TV
 MSNBC^{HD}
 NASA TV†

NRB Network
 ONCE México
 Oprah Winfrey Network
 TCT Network
 Travel Channel
 Trinity Broadcasting Network (TBN)
 truTV^{HD}
 V-me
 Weather Channel^{HD}
 Word Network
 World Harvest Television

Monthly Fee.....\$37.99

Annual Fee.....\$455.88

* & ** are explained on Page 11. Blackout restrictions and other conditions apply to sports programming. All programming and pricing subject to change. HD: Number of HD channels varies based on package selection. RSN HD feed varies by territory. † HD equipment and HD Access required.

30+ CHANNELS

COMMERCIAL BASIC™ Over 30 channels of family programming suitable for all ages. Service automatically renews**. Requires DIRECTV Multi-Satellite System.

Audience Network ^{HD}
 BabyFirstTV†
 BYU TV
 Christian Television Network
 Church Channel
 C-SPAN
 C-SPAN 2
 Daystar

Enlace
 EWTN
 Free Speech TV†
 GOD TV†
 Golden Eagle Broadcasting†
 HDNet ^{HD (only in HD)}
 HITN
 Home Shopping Network

Hope Channel
 Jewelry TV
 Jewish Life Television
 Link TV
 NASA TV†
 NRB Network
 ONCE México
 QVC

ShopNBC
 TCT Network
 Trinity Broadcasting Network
 V-me
 Velocity ^{HD (only in HD)}
 Word Network
 World Harvest Television

Plus locals ^{HD} where available

Monthly Fee.....\$19.99

Annual Fee..... \$239.88

120+ CHANNELS

COMERCIAL MÁS ULTRA™ Includes over 120 English and Spanish-language channels, plus locals where available in one easy package. Service automatically renews**. Requires DIRECTV Multi-Satellite System.

A&E ^{HD}
 ABC Family ^{HD}
 American Movie Classics ^{HD}
 Animal Planet ^{HD}
 Audience Network ^{HD}
 Azteca America
 Azteca Mexico
 BabyFirstTV†
 Boomerang (ESP)
 Bravo ^{HD}
 BYU TV
 Caracol TV Internacional
 Cartoon Network (East) (ESP) ^{HD}
 Cartoon Network (West) (ESP)
 Centroamérica TV
 Christian Television Network
 Church Channel
 Cine Estelar
 Cine Latino
 Cine Nostalgia
 CNN ^{HD}
 CNN en Español
 Comedy Central ^{HD}
 C-SPAN
 C-SPAN2
 Daystar
 Discovery Channel ^{HD}
 Discovery en Español
 Discovery Familia
 Disney Channel (East) ^{HD}
 Disney Channel (West)

Disney XD (ESP) ^{HD}
 E! Entertainment Television ^{HD}
 Ecuavisa Internacional
 Enlace
ESPN ^{HD}
ESPN Deportes
ESPN2 ^{HD}
ESPNEWS ^{HD}
 EWTN
 Food Network ^{HD}
 Foot School TV
 FOX Deportes
 Free Speech TV†
 FX ^{HD}
 Galavisión
 GOD TV†
 Golden Eagle Broadcasting†
 Go!TV ^{HD}
 Gospel Music Channel
 Great American Country
 Hallmark ^{HD}
 HDNet ^{HD (only in HD)}
 Headline News
 History ^{HD}
 History en Español
 HITN TV
 HGTV ^{HD}
 Home Shopping Network (HSN)
 Hope Channel
 Jewelry Television
 Jewish Life TV

Latinoamerica Television
 Lifetime ^{HD}
 Link TV
 MegaTV ^{HD}
 Mexicana
 México 22
 MexicoTV
 MLB Network ^{HD}
 MSNBC ^{HD}
 MTV ^{HD}
 MTV 2
 mun²
 NASA TV†
 National Geographic Channel ^{HD}
 Nick Jr
 Nickelodeon/Nick at Nite (East) ^{HD}
 Nickelodeon/Nick at Nite (West)
 Nicktoons
 NRB Network
 NTN 24
 ONCE México
 Pasiones
 PBS Kids Sprout
 Perú Mágico
 QVC
 Regional Music TV
 ShopNBC
 Speed Channel ^{HD}
 Spike TV ^{HD}
 SUR Peru
 Syfy ^{HD}

TBS ^{HD}
 TCT Network
 Telecentro
 Téléfe Internacional
 Telefuturo ^{HD}
 Telemundo (East/West)
 Televisión Española Internacional
 The Hub
 TLC ^{HD}
 TNT ^{HD}
 Tr3s: MTV, Música y Más
 Travel Channel ^{HD}
 Trinity Broadcasting Network
 TV Chile
 TV Colombia
 TV Dominicana
 TV Venezuela
 TyC Sports
 Univision (East ^{HD}/West)
 USA Network ^{HD}
 Utilisima
 Velocity ^{HD (only in HD)}
 VH1 ^{HD}
 V-me
 WAPA America
 Weather Channel ^{HD}
 Word Network
 World Harvest Television

Plus locals ^{HD} where available

Monthly Fee.....\$62.99

Annual Fee..... \$755.88

SEASONAL SPORTS PACKAGES



NFL SUNDAY TICKET™ Exclusively from DIRECTV. Turn Sunday into Game Day and watch your weekend business grow! Get the biggest selection of games available anywhere throughout the regular season. Up to 200 games during the season — that's 17 weeks of action! Features every game in high-definition (HD). Includes NFL SUNDAY TICKET Red Zone Channel, GameMix and Short Cuts. (REMEMBER: HD access, HDTV, triple-LNB multi-sat dish required, interactive receiver required for full GameMix functionality). Local blackout rules apply. Package is non-refundable. Service automatically renews.^{††}

2012 New Customer Offer: \$395.00
2012 Season Renewal Rate: \$350.00
***2012 Upgrade Offer: \$296.25**

3-pay and 5-pay monthly installment payments available. *Applies to existing DIRECTV customers who did not take NFL SUNDAY TICKET previously.



MLB EXTRA INNINGS® Great out-of-market pro baseball coverage! Give your customers the games they want to see — up to 80 games a week during the regular season! Watch 8 games live at the same time with Game Mix. With HD Access you will receive games in HD. Package is non-refundable. Service automatically renews.^{††}

2012 Season Rate: \$223.95
 3-pay and 5-pay monthly installment payments available.

* & ** are explained on Page 11. Blackout restrictions and other conditions apply to sports programming. All programming and pricing subject to change. HD: Number of HD channels varies based on package selection. † HD equipment and HD Access required. †† Seasonal sports subscription(s) will automatically continue each season provided DIRECTV carries this service, unless customer calls to cancel prior to the start of the season.



MLS DIRECT KICK™ Take a break and catch the excitement of America's professional soccer league. Choose from dozens of regular season games, plus up to 11 playoff matches. Service automatically renews.††

2012 Season Rate: \$99.99



NASCAR HotPass™ DIRECTV Exclusive. Featuring the 2010 Sprint Cup Series races each weekend all in heart-pounding HD. Plus, 4 dedicated driver channels with multiple camera angles and live driver-team communications.

DIRECTV will offer the NASCAR HotPass service as a **FREE** service for customers with a qualifying base package: Office Choice, Office Entertainment, Office Information or Commercial Más Ultra. Customer will need HD Access to experience in HD.



NBA LEAGUE PASS

NBA LEAGUE PASS Get up to 40 regular-season games per week from outside your local viewing area. Subscription includes NBA LEAGUE PASS Stats Central, a channel providing real-time scores, stats, and breaking news from around the league. Service automatically renews.††

2012-2013 Season Rate Coming Soon



ESPN FULL COURT Exciting coverage of hundreds of the best college games from the top regional men's conferences around the country during the regular season. Package is non-refundable. Service automatically renews.††

2012-2013 Season Rate Coming Soon



NHL® CENTER ICE® Get up to 40 action-packed NHL games a week plus select first and second rounds of the Stanley Cup® playoff games. You won't find more games anywhere else! Service automatically renews.††

2012-2013 Season Rate Coming Soon



ESPN GamePlan Great college football from top-ranked teams competing around the country — up to 12 games every Saturday during the regular season. Package is non-refundable. Service automatically renews.††

2012 Season Rate Coming Soon

SPORTS PROGRAMMING

SPORTS CHOICE® HD Delivers over 40 in-market and out-of-market regional sports networks and specialty sports services including CBS Sports Network^{HD}, ESPN Classic, ESPNU^{HD}, Fox Soccer Channel, FUEL TV^{HD}, The Golf Channel^{HD}, Go!TV^{HD}, NBC Sports Network^{HD}, NFL Network^{HD}, Outdoor Channel, Speed Channel^{HD}, TVG Network. Out-of-market professional games are excluded.

Monthly Fee.....\$15.99

Annual Fee.....\$191.88

FOX Soccer Plus^{HD} A complement to Fox Soccer Channel. Enjoy this new international sports network which offers the best international soccer and rugby from the elite leagues and competitions all over the globe, including the UEFA Champions League, Barclay's Premier League and Magners League. Service automatically renews.††

Monthly Fee.....\$100.00

Tennis Channel^{HD} As the only 24-hour network dedicated to the players and lifestyle surrounding the sport, Tennis Channel offers live tournament coverage and classic matches from the past, interviews with current and former stars and tennis instruction.

Monthly Fee.....\$2.99

The Golf Channel^{HD} Television's first and only 24-hour channel dedicated exclusively to golf. Includes coverage of world-class U.S. tournaments and international events, plus instructional programming.

Monthly Fee.....\$7.99

Annual Fee.....\$86.88

Universal Sports The preeminent media destination for Olympic-related, lifestyle and adventure sports programming. Major world-class championships and Olympic-related sports events found on Universal Sports include track & field, skiing, swimming, gymnastics, cycling, volleyball, marathons, triathlons and rugby.

Monthly Fee.....\$14.99

* & ** are explained on Page 11. Blackout restrictions and other conditions apply to sports programming. All programming and pricing subject to change. HD: Number of HD channels varies based on package selection. RSN HD feed vary by territory. Local HD channels vary by territory. †† Seasonal sports subscription(s) will automatically continue each season provided DIRECTV carries this service, unless customer calls to cancel prior to the start of the season.

HD Business Package Enhance your HD experience with a special group of 9 HD-only channels! Service automatically renews**.

Crime & Investigation HD	MGM HD	Shorts HD	Smithsonian Channel HD
Hallmark Movie Channel HD	Palladia HD	Sony Movie Channel HD	Universal HD
HDNet Movies			

Monthly Fee.....\$4.99

Annual Fee.....\$59.88

Local Channels ^{HD} Local networks are now available in most metropolitan areas. Service automatically renews**. For local channels availability by ZIP code, call customer service at 888/200-4388 or visit DIRECTV.com/local.

Monthly Fee.....\$5.00

Annual Fee.....\$60.00

SonicTap Music Channels No commercials, no DJ interruptions. Kickin' Country. Smooth Soul. Rock 'n' Roll. Latin rhythms. With over 80 music channels from a wide array of genres, there's a beat for every business with SonicTap music. Requires Multi-Satellite System. Service automatically renews**.

Alternative: Coffeehouse Rock	Holiday & Happenings	Pop/Adult Contemporary: Love Songs	Sonic Tap: Latin Hits
Alternative: Flashback/New Wave	Instrumental: Beautiful Instrumentals	Pop/Adult Contemporary: Y2K Hits	Sonic Tap: Latin Jazz
Bluegrass: Bluegrass	International: Reggae	Pop/Adult: Today's Hits	Sonic Tap: Mariachi
Classic Rock Workout	Irish	PUMP!	Sonic Tap: Music of the Americas
Classic Rock: Classic Hits Blend	Italian Bistro Blend	Rat Pack	Sonic Tap: Regional Mexican
Classical: Light Classical	Italian Contemporary	Religious: Gospel Glory	Sonic Tap: Rock en Espanol
Classical: Symphonic	Jazz	Religious: Hallelujah	Sonic Tap: Salsa
Country: Hit Country	Jazz: Big Band/Swing	Religious: The Spirit	Specialty: 8-Tracks
Country: Honky Tonk Tavern	Jazz: Classic Jazz Vocal Band	Rock: Adult Alternative	Specialty: Be-Tween
Country: Modern Country	Jazz: Smooth Jazz	Rock: Alternative	Specialty: Blues
Country: Red, Rock and Blues	Latin: Bailamos!	Rock: Classic Rock	Specialty: The Playground
Country: Traditional Country	Metro Blend	Rock: College Rock	Standards: Showtunes
Dance: Dance	Modern Workout	Rock: Full Metal Jacket	Standards: Silver Screen
Dance: Retro Disco	Oldies: 60's Revolution	Rock: Hair Guitar	Standards: Singers-Songwriters
Dance: SubTerranean	Oldies: 70's Hits	Rock: Ink'd	Tranquility
Familiar Favorites	Oldies: 80's Hits	Rock: Reality Bites	Urban: Classic R&B
Folk: Folk Rock	Oldies: Malt Shop Oldies	Rock: Soft Hits	Urban: Hot Jamz (Hip Hop)
Great Standards	Piano	Rock: Spike †	Urban: Hype †
Groove Lounge	Pop/Adult Contemporary: 90's Hits	Sonic Tap: Carnaval Brasileiro	Urban: Old School Funk
Health & Fitness: New Age	Pop/Adult Contemporary: Adult Contemporary	Sonic Tap: Fiesta Tropical	Urban: Silky Soul
Health & Fitness: Zen	Pop/Adult Contemporary: Hottest Hits	Sonic Tap: Hurbano	Urban: The Boombox †

Monthly Fee.....\$34.99

Annual Fee..... \$419.88

PREMIUM PACKAGES

ENTERTAINMENT UNLIMITED ^{SM HD} up to 32 channels with HD Access.

5 Star MAX East ^{HD Only}	HBO® (East) ^{HD}	HBO Latino ^{HD}	TMC Xtra ^{HD Only}	SHOWTIME Extreme ^{HD}
@MAX East ^{HD Only}	HBO® (West) ^{HD}	HBO Signature ^{HD}	SHOWTIME® (East) ^{HD}	SHOWTIME Next ^{HD Only}
Action MAX ^{HD Only}	HBO 2 (East) ^{HD}	HBO Zone ^{HD Only}	SHOWTIME® (West) ^{HD}	SHOWTIME Women ^{HD Only}
Cinemax® (East) ^{HD}	HBO 2 (West) ^{HD}	MoreMax ^{HD}	SHOWTIME 2 ^{HD}	Sundance Channel
Cinemax® (West) ^{HD}	HBO Comedy ^{HD Only}	The Movie Channel™ ^{HD}	SHOWCASE ^{HD}	Thriller MAX ^{HD Only}
FLIX®	HBO Family™ (East) ^{HD}	The Movie Channel (West)	SHOWTIME Beyond ^{HD Only}	WMAX East ^{HD Only}
Fox Movie Channel	HBO Family™ (West)			

Monthly Fee.....\$42.99

Annual Fee.....\$515.88

HBO® ^{HD} up to 11 channels with HD Access.

HBO® (East) ^{HD}	HBO 2 (West) ^{HD}	HBO Family™ (East) ^{HD}	HBO Latino ^{HD}	HBO Zone ^{HD Only}
HBO® (West) ^{HD}	HBO Comedy ^{HD Only}	HBO Family™ (West)	HBO Signature ^{HD}	Sundance Channel
HBO 2 (East) ^{HD}				

Monthly Fee.....\$16.99

Annual Fee.....\$203.88

HBO® ^{HD} / **SHOWTIME®** ^{HD} up to 24 channels with HD Access.

FLIX®	HBO 2 (West) ^{HD}	HBO Signature ^{HD}	SHOWTIME® (East) ^{HD}	SHOWTIME Extreme ^{HD}
Fox Movie Channel	HBO Comedy ^{HD Only}	HBO Zone ^{HD Only}	SHOWTIME® (West) ^{HD}	SHOWTIME Next ^{HD Only}
HBO® (East) ^{HD}	HBO Family™ (East) ^{HD}	The Movie Channel™ ^{HD}	SHOWTIME 2 ^{HD}	SHOWTIME Women ^{HD Only}
HBO® (West) ^{HD}	HBO Family™ (West)	The Movie Channel (West)	SHOWCASE ^{HD}	Sundance Channel
HBO 2 (East) ^{HD}	HBO Latino ^{HD}	TMC Xtra ^{HD Only}	SHOWTIME Beyond ^{HD Only}	

Monthly Fee.....\$26.99

Annual Fee.....\$323.88

* & ** are explained on Page 11. Blackout restrictions and other conditions apply to sports programming. All programming and pricing subject to change. *HD: Number of HD channels varies based on package selection. RSN HD feed varies by territory.

SHOWTIME® ^{HD} up to 13 channels with HD Access.

SHOWTIME® East ^{HD}
 SHOWTIME® West ^{HD}
 SHOWTIME 2 ^{HD}
 SHOWCASE ^{HD}

SHOWTIME Beyond ^{HD Only}
 SHOWTIME Extreme ^{HD}
 SHOWTIME Next ^{HD Only}

SHOWTIME Women ^{HD Only}
 The Movie Channel™ ^{HD}
 The Movie Channel West

TMC Xtra ^{HD Only}
 FLIX®
 Sundance Channel.

Monthly Fee.....\$16.99

Annual Fee.....\$203.88

STARZ® Super Pack ^{HD} up to 15 channels with HD Access.

Encore (East) ^{HD}
 Encore (West)
 Encore Action
 Encore Drama

Encore Love
 Encore Suspense
 Encore Family
 Encore Westerns

STARZ® (East) ^{HD}
 STARZ® (West) ^{HD}
 Starz Edge ^{HD}
 Starz InBlack ^{HD}

Starz Cinema ^{HD Only}
 Starz Comedy ^{HD Only}
 Starz Kids & Family ^{HD Only}

Monthly Fee.....\$16.99

Annual Fee.....\$203.88

HUSTLER TV The hottest adult entertainment network on television, airing the steamiest erotic films from the world's top adult studios.

Monthly Fee.....\$40.99

PLAYBOY TV Sophisticated entertainment for adults, including PLAYBOY-produced series and specials ranging from the informative to the sensual.

Monthly Fee.....\$19.99

Annual Fee.....\$239.88

VTS Service Video Time Share or Private Network Service (also referred to as Business Television) is a digital television service that enables corporations and organizations to use the DIRECTV satellite platform for secure, reliable and affordable private network broadcast to field locations throughout the continental United States.

For more information, email Bob Baker at rbaker@DIRECTV.com or Mike Solomon at msolomon@DIRECTV.com

INTERNATIONAL PROGRAMMING*

DISHA INDIA A spiritual, social and cultural TV channel producing invigorating content to uplift your spirit and stimulate your mind. It imbibes fellowship and blissfulness among all ages and genders across the globe. Requires 36" international dish and capable receiver. Service automatically renews*.

Monthly Fee.....\$19.99

Annual Fee.....\$239.88

FilipinoDirect™ The best in Filipino programming, with news, movies, talk shows, sports and regional programming, plus the popular GM Pinoy TV channel. Includes ABS-CBN News Channel, Cinema One Global, DWRR 101.9, DZMM Radio Patrol, The Filipino Channel, GMA Pinoy TV, BRO, MYX music channel and GMA Life TV. Requires 36" international dish and capable receiver. Service automatically renews*.

Monthly Fee.....\$37.99

Annual Fee.....\$455.88

HindiDirect® II Comprehensive Hindi entertainment package including STAR PLUS - India's number one channel, STAR NEWS – a 24-hour Hindi news channel, DISHA INDIA, Filmy, MTV India, STAR Gold, Life OK, UTV Movie Channel, Willow Cricket. Requires 36" international dish and capable receiver. Service automatically renews*.

Monthly Fee.....\$31.99

Annual Fee.....\$383.88

Jadeworld® Now you can get six Chinese-language channels in one affordable package! Channels include TVB1, TVB2, TVBS, TVB Entertainment, CCTV-4 and Tai Seng Entertainment. Requires DIRECTV Multi-Satellite System and telephone connection. Service automatically renews**.

Monthly Fee.....\$36.99

Annual Fee.....\$443.00

KoreanDirect™ Includes ten of the leading Korean channels: YTN Korea's first 24-hour news network, CTS, EBS, MBC, MBC Every1, MBN Plus, SBS, SBS Plus, offers exclusive Korean AFC soccer games; TAN TV and National Geographic Channel Korea. Plus the number one Korean radio station in the United States: Radio Korea (Audio only). Requires 36" international dish and capable receiver. Service automatically renews*.

Monthly Fee.....\$31.99

Annual Fee.....\$383.88

MandarinDirect® III Features Charming China, Phoenix InfoNews, Phoenix North American Chinese Channel and CTI Zhong Tian – delivering independent financial news and current affairs in Mandarin Chinese 24-hours-a-day, TVBS, TVB8, Tai Seng Sat TV and CCTV4. Requires 36" international dish and capable receiver. Service automatically renews.

Monthly Fee.....\$24.99

Annual Fee.....\$299.88

* & ** are explained on Page 11. Blackout restrictions and other conditions apply to sports programming. All programming and pricing subject to change. † HD equipment and HD Access required.

RTR Planeta With the best of its leading channels "Kultura" and "Rossiya", this channel features cultural programming, news, sports, feature films and documentaries, and delivers them to all Russian-speaking people around the world. Requires 36" international dish and capable receiver. Service automatically renews*.

Monthly Fee.....\$19.99

Annual Fee.....\$239.88

RussianDirect™ Offers an exciting mix of news, movies, sports, talk and more to keep you connected to Russian culture, including Channel One Russia Worldwide (C1RW), Dom Kino, Muzika Pervogo, TV Nanny and Vremya: Retro Channel. Requires 36" international dish and capable receiver.

Monthly Fee.....\$34.99

Annual Fee.....\$419.88

RussianDirect™ II Get the best programming for every age group, including Channel One, Dom Kino, Muzika Pervogo, RTR Planeta, Rossiya 24, RTVi, TV Nanny and Vremya. Requires 36" international dish and capable receiver. Service automatically renews*.

Monthly Fee.....\$40.99

Annual Fee.....\$491.88

TFCDirect™ Offers the best in Filipino television and radio, including news, movies, talk shows, sports, regional programming and more. Includes ABS-CBN News Channel, Cinema One Global, DWRR 101.9, DZMM Radio Patrol, The Filipino Channel, Pinoy Central TV and MYX music channel. Requires 36" international dish and capable receiver. Service automatically renews*.

Monthly Fee.....\$27.99

Annual Fee.....\$335.88

VietDirect™ HONVIETV Enjoy an amazing programming mix created specifically for Vietnamese Americans. Offers SBTN: the first 24-hour Vietnamese programming network originated in America, TVB Vietnam, SBTN Little Saigon Radio, HONVIETV, Tai Seng Vietnam, Vien Thao. Requires 36" international dish and capable receiver. Service automatically renews*.

Monthly Fee.....\$29.99

Annual Fee.....\$359.88

VietDirect™ VHN Offers SBTN: the first 24-hour Vietnamese programming network originated in America. VHN-TV: dedicated to education and awareness, featuring Vietnamese customs and traditions and a variety of programs, TVB Vietnam, Little Saigon Radio, Tai Seng Vietnam, Vien Thao. Requires 36" international dish and capable receiver. Service automatically renews*.

Monthly Fee.....\$24.99

Annual Fee.....\$299.88

BONUS Channels - Designed specifically for an international audience, these channels are included with any International package: **MHz Worldview, CCTV-9 and GEM NET (Global Expansion Media Network)**



Private Viewing Order Form

DIRECTV Account #:

(Required when ordering additional services after account activation.)

Customer Name _____ Email Address _____

DBA _____ Contact Name _____

Service Address _____ City _____ State _____ Zip _____
(Street address must be given)

Service Phone Number _____ Service Fax Number _____

Billing Address _____ City _____ State _____ Zip _____

Billing Phone Number _____ Billing Fax Number _____

Ref. Code _____

Please choose one (Legal Structure): Sole Proprietorship Partnership Corporation LLC Government Agency

State of Organization (e.g., CA, NY, etc.): _____ Federal Tax ID Number: _____ Tax Exempt: YES NO

If you are a government agency, non-profit organization, or direct payment company, attach copy of tax exemption certificate.

Please choose your applicable type of establishment.

PRIVATE VIEWING: PRIVATE OFFICE OTHER: _____

Programming (please fill in)

By signing up for any DIRECTV programming services, subscriber is automatically eligible for Auto Renewal for the next season provided DIRECTV continues to carry the service.

	Monthly Fee*	Annual / Season*
OFFICE CHOICE Package Service automatically renews**	\$ _____	\$ _____
OFFICE ENTERTAINMENT Package Service automatically renews**	\$ _____	\$ _____
OFFICE INFORMATION Package Service automatically renews**	\$ _____	\$ _____
_____	\$ _____	\$ _____
_____	\$ _____	\$ _____
_____	\$ _____	\$ _____
Additional receivers charged at \$6.00 monthly, per receiver for all activated programming.	\$6.00 X _____ receivers	\$ _____
PURCHASE ORDERS NOT ACCEPTED.		TOTAL PAYMENT* \$ _____

SEASONAL SPORTS SUBSCRIPTIONS: The following sports subscription service(s) are eligible for 3-pay option (billed in 3 equal amounts). PLEASE CHECK APPROPRIATE BOX IF ELECTING 3-PAY OPTION:

NFL SUNDAY TICKET™ NBA LEAGUE PASS NHL® CENTER ICE® MLB EXTRA INNINGS® ESPN Full Court ESPN GamePlan

Payment Options

Check Enclosed Visa MasterCard American Express Other

Name as it appears on credit card: _____ Credit Card #: _____ Exp. Date: _____

Amount to charge against credit card (total payment): \$ _____ I authorize the use of this credit card for reoccurring payment? Yes No

Signature of Cardholder: _____ Date: _____

Customer Signature: _____ Date: _____

Commercial Dealer Information

I certify that the foregoing information is to the best of my knowledge, complete and accurate, and that I have verified the accuracy of the information that is referenced in the contracts and attachments by personally visiting the above-referenced establishment.

Commercial Sales Agent Name: _____ Commercial Dealer Number: _____

Phone Number: _____ Fax Number: _____ Email Address: _____

Signature of Sales Agent: _____ Date: _____

* & ** are explained on Page 11.

DIRECTV Commercial Viewing Agreement

Effective as of June 2010, until replaced

THIS DESCRIBES THE TERMS AND CONDITIONS of YOUR RECEIPT AND PAYMENT OF DIRECTV® SERVICE and is subject to arbitration (section 16). IF YOU DO NOT ACCEPT THESE TERMS, PLEASE NOTIFY US IMMEDIATELY AND WE WILL CANCEL YOUR SERVICE. IF YOU INSTEAD DECIDE TO RECEIVE OUR SERVICE, IT MEANS THAT YOU ACCEPT THESE TERMS AND THEY ARE LEGALLY BINDING.

CONTACTING DIRECTV: You may contact our DIRECTV Business Service Center by calling 1-888-200-4388 or by writing to: **DIRECTV Business Service Center**, P.O. Box 5392, Miami, FL 33152-5392.

DEFINITIONS:

As used in this Agreement:

"DIRECTV," "we," "us," "our" means DIRECTV, Inc. or any of its authorized commercial sales agents;

"You," "your," or "Customer" means the entity identified below that is responsible for the payment of fees and charges to us;

"Access Card" means the conditional access card inserted into the DIRECTV System receiver unit used in the reception of DIRECTV® programming services;

"DIRECTV System" means the equipment, including the Access Card, that is used to receive DIRECTV programming services;

"Marks" means any trademarks, symbols, logos, etc. whether owned by DIRECTV or a third party(s), that are used in connection with or are otherwise associated with the Service(s), as defined below; and

"Service(s)" means DIRECTV programming including subscriptions, sports, music and other programming) and any other services that we may provide to you under this Agreement.

1) AGREEMENT TO TERMS AND CONDITIONS: You promise to pay amounts billed by us for the Services and related fees, taxes, and charges. We have the right to require payment in advance of activation of your account for any or all Services, related fees, taxes and charges. You authorize DIRECTV to make inquiries into your credit worthiness, including receipt and review of credit bureau information. And, based on the results of such credit inquiry we may refuse to provide Services to you. We reserve the right to change these terms and conditions, including the Applicable Fees and Charges identified below. If any changes are made, we will send you a written notice describing the change and its effective date. If a change is not acceptable to you, you may cancel your Service; provided, however, that if you do cancel Service you will not be entitled to a refund of any prepaid subscription amounts paid in connection with any DIRECTV offer or promotion. If you do not cancel your Service within 14 days after the date of the written notice describing the change, your continued receipt of any Service is considered to be your acceptance of that change.

2) BILLING STATEMENTS AND PAYMENTS: We will send you a statement for each billing cycle in which you have an outstanding balance (usually once every 30 days). Statements will show: a) payments, credits, purchases, and any other charges to your account; and b) the amount you owe to DIRECTV and the date the payment is due. Payment must be made via check or money order payable to DIRECTV in U.S. Dollars. We reserve the right, but not the obligation, to accept credit card payments made in U.S. Dollars. Payment of the outstanding balance is due in full upon receipt of the bill. If we do not receive payment from you before your next statement is issued, we have the right to inactivate your Service upon the expiration of any applicable grace period with respect to the amount due. We may, but are not required to, accept partial payments from you. If partial payments are made and accepted, they will be applied to statements starting with the oldest outstanding statement.

3) PAYMENT FOR SERVICE: You promise to pay for: a) all Services ordered by you or anyone who uses your DIRECTV System(s), whether with or without your permission, through all periods until you cancel the subscription and other Services; b) administrative fees and any other fees as provided for in this Agreement or by applicable law; and c) all taxes or other governmental fees, which are now or may in the future be assessed because you receive the Services. If you paid for an annual subscription to any Service and your account is past due for any amounts owed to us, your annual subscription may, at our sole discretion, be converted to a monthly subscription. This conversion will prorate your annual subscription and all monies owed to us to the present date. The resulting credit, if any, shall be applied to any past due amounts, and any remaining credit is applied to your future monthly Services.

4) QUESTIONS ABOUT YOUR BILL: If you think your statement is incorrect or if you need more information about an item on your statement, you can contact DIRECTV Customer Service in writing at the address or phone number indicated above. You must contact us within sixty (60) days of the date you receive the statement on which the error or problem appeared. Undisputed portions of the statement must be paid before the next statement is issued to avoid an Administrative Late Fee and possible inactivation of Services. Please contact us promptly if your Service and/or billing address changes.

5) CLOSING YOUR ACCOUNT: You may inactivate or modify Services you receive, or cancel your account, by notifying DIRECTV Customer Service. If you cancel your account, you are still responsible for payment of all outstanding balances accrued through the date of cancellation or any early termination fees or penalties pursuant to this Agreement and the terms and conditions of any other promotional offer which you participated in.

6) FEES AND CHARGES: You understand and agree that we do not extend credit to customers and that any charges or fees assessed for late payments, returned payments and reactivation are not interest charges. You understand and agree that all such fees are either as prescribed by law in the state in which your service address is

located or are reasonably related to the actual expense we incur or are required to expend as a result of late or unsatisfied payment. In the case of late payment or non-payment for any of the Services you ordered or any of the charges stated below, you understand and agree that we may report such late payment or non-payment to the appropriate credit reporting agencies.

Following activation of your account, charges for some Services are non-refundable, regardless of the Services.

Access Card Replacement Fee: If you report to DIRECTV Customer Service that the Access Card for your DIRECTV System receiver unit is lost, damaged, defective, or stolen, and our evaluation of the Access Card (if available) does not reveal unauthorized tampering or modification, then we agree to replace the Access Card upon your request. You will be charged an Access Card Replacement Fee of \$20.00, which includes shipping. Your Access Card will only work in the DIRECTV System receiver unit that came with it. **Administrative Late Fee:** If we do not receive your payment before your next statement is issued, you may be charged an Administrative Late Fee of up to \$25.00. **Change of Service Fee:** If you request a change of DIRECTV Service from one programming package to another, you may be charged a Change of Service Fee of up to \$10.00. **Deposits:** If your Service is inactivated because you did not submit payment on time or for any other reason, in addition to payment of past due amounts, we may require a deposit before reactivating your Service. Deposits shall not earn or accrue interest. **Duplicate Statement Fee:** For each statement copy requested, you may be charged a Duplicate Statement Fee of up to \$5.00. **Reactivation Fee:** If your DIRECTV Service is inactivated in accordance with your request or because of your failure to pay past due amounts and you want to reactivate the Service, you agree to pay a Reactivation Fee of up to \$15.00, in addition to bringing your account up to date by payment in full of any outstanding balance, fees, and charges. **Returned Payment Fee:** If the bank or other financial institution on which your payment is drawn refuses to pay us for any reason and the check, money order, credit card payment, or other instrument is returned to us unpaid, you agree to pay a Returned Payment Fee of up to \$15.00. **Additional DIRECTV System Receiver Authorization Fee:** For Private Viewing and Business Viewing customers, we may charge you a fee, as set forth on the rate card (if applicable), for each additional DIRECTV System receiver that you request to be authorized to receive the same programming as your initial DIRECTV System receiver ("Additional Receivers"). Each Additional Receiver must be located at the same address as the initial DIRECTV System receiver, which address is identified as the "Service Address" in the Application attached hereto. We reserve the right to limit the number of the Additional Receivers that you may use and to establish rules for such use. Any additional receiver not continuously connected to the identified land-based telephone line may be deemed a primary receiver and you may be charged accordingly. **DIRECTV® PAY PER VIEW Order Assistance Fee:** For Private Viewing customers, the most convenient method of ordering DIRECTV® PAY PER VIEW Services is by using the on-screen program guide and DIRECTV remote control unit to select the movies and other events we offer. To use this method, your DIRECTV System receiver must be continuously connected to a land telephone line. If you order a DIRECTV® PAY PER VIEW movie or event over the telephone by calling DIRECTV Customer Service, a DIRECTV® PAY PER VIEW Order Assistance Fee of up to \$10.00 may be charged to your account for each DIRECTV® PAY PER VIEW movie or event, or other Service that you order with DIRECTV Customer Service's assistance, whether or not you later cancel the order.

7) CHANGES IN SERVICE AND FEES/SERVICE RENEWAL: We reserve the right to change the packages, Services, or other services we offer, and our prices or fees, at any time. We may also rearrange, delete, add to, or otherwise change the Services. For any changes to the programming packages, prices, or fees that are within our control, we will notify you of the change and its effective date. If the change is not acceptable to you, you may cancel your Service in whole or in part; provided, however, that if you do cancel Service you will not be entitled to a refund of any prepaid subscription amounts paid in connection with any DIRECTV offer or promotion. If you do not cancel your Service within 14 days, your continued receipt of any DIRECTV Service after the effective date of the change will be deemed to be your acceptance of that change, and you will continue to be responsible for payment. DIRECTV Services that you subscribe to on a periodic basis may be renewed automatically provided we continue to carry the Service, unless you contact DIRECTV Customer Service to cancel the Services.

8) COLLECTION OF AMOUNTS OWED TO US: If we choose to use any collection agency or attorney to collect money that you owe us or to assert any other right which we may have against you, you agree to pay the reasonable costs of collection or other action.

9) LIMITATION OF LIABILITY/EXCLUSION OF WARRANTIES: DIRECTV IS NOT RESPONSIBLE FOR INTERRUPTIONS OF SERVICE THAT ARE REASONABLY BEYOND OUR CONTROL INCLUDING, WITHOUT LIMITATION, ACTS OF GOD, POWER FAILURE, OR ANY OTHER CAUSE. OUR LIABILITY FOR ANY INTERRUPTION OF SERVICE SHALL NOT EXCEED THE PROGRAMMING FEES DIRECTLY ATTRIBUTABLE TO THE PERIOD OF TIME DURING WHICH SERVICE WAS INTERRUPTED. WE SHALL NOT BE LIABLE FOR COSTS OF PROCUREMENT OF SUBSTITUTE GOODS OR SERVICES, NOR FOR ANY LOSS OF PROFITS, LOSS OF BUSINESS, LOSS OF USE, INTERRUPTION OF BUSINESS, OR OTHER INDIRECT, SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES OF ANY KIND ARISING OUT OF THIS AGREEMENT, HOWEVER CAUSED AND ON ANY THEORY OF LIABILITY, INCLUDING, BUT NOT LIMITED TO, NEGLIGENCE, EVEN IF WE HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH LOSS, AND NOTWITHSTANDING ANY FAILURE OF ESSENTIAL PURPOSE OF ANY LIMITED REMEDY. WE MAKE NO WARRANTY, EITHER EXPRESS OR IMPLIED, REGARDING THE DIRECTV EQUIPMENT OR ANY SERVICES PROVIDED TO YOU.

ALL SUCH WARRANTIES ARE EXPRESSLY EXCLUDED. WE ALSO ARE NOT RESPONSIBLE FOR ANY INCIDENTAL OR CONSEQUENTIAL DAMAGES RELATING TO THE DIRECTV EQUIPMENT. IN ADDITION, WE SHALL HAVE NO LIABILITY TO ANY PERSON OR ENTITY DUE TO OR BASED ON THE CONTENT OR YOUR EXHIBITION OF ANY OF THE PROGRAMMING OR OTHER SERVICES PROVIDED BY US INCLUDING, BUT NOT LIMITED TO, LIABILITY FOR THE PAYMENT OF ANY REQUIRED MUSIC LICENSE FEES. YOU ACKNOWLEDGE THAT YOUR DIRECTV EQUIPMENT HAS BEEN ACQUIRED SEPARATE AND APART FROM THIS AGREEMENT. ANY RIGHTS AND REMEDIES WITH RESPECT TO THE DIRECTV EQUIPMENT MUST BE HANDLED DIRECTLY WITH THE MANUFACTURER OR SUPPLIER OF SUCH EQUIPMENT.

10) LIABILITY FOR UNAUTHORIZED USE: If your DIRECTV equipment is stolen or otherwise removed from your premises without your authorization, you must notify DIRECTV Customer Service immediately, but in any event not more than 5 days after such removal, or else you may be liable for payment to us for unauthorized use of your DIRECTV System. You will not be liable for unauthorized use after we receive notification.

11) RULES FOR USE; TERMINATION: You are hereby granted the right to receive, exhibit and use the Services in accordance with the terms and conditions set forth in this Agreement, subject to the following rules for use with which you agree to comply. Admission may not be charged for the viewing of, or listening to, any Service(s) provided by us. The Services may not be rebroadcast, transmitted, performed, recorded, duplicated, transcribed and distributed in real-time or near real-time (i.e., provide a "running account") or cablecast. Notwithstanding the foregoing, operation of an authorized DIRECTV digital video recorder, and its intended applications, within the confines of the location shall not be deemed a violation of this Agreement. If you become aware that any third party is rebroadcasting, transmitting, reselling, performing, recording, duplicating, or cablecasting any or all of the Services (whether at your premises or otherwise), or that any third party is receiving, decoding, and/or exhibiting any or all of the Services without authorization from us or at any location other than that which has been authorized by us, you shall notify us immediately and cooperate with us, at our expense for reasonable out-of-pocket expenses, in taking steps to prevent such unauthorized use. No Service provided to you under this Agreement may be used for any unlawful purpose and you shall abide by any and all federal, state, and local rules and regulations applicable to its use and/or exhibition of the Services. You agree that all Services will be exhibited in entirety, in original form and as provided by us, without any modifications, additions (including the addition of a crawl line), or deletions to any of the Services. Any music services, including packaged music channels, shall be used only as accompaniment to routine activities for which there is no admission fee charged, such as, but not limited to, work, shopping, conversation, dining, and relaxation, and the music service shall not be used as an accompaniment to dancing or to serve as an adjunct to any other physical activity (e.g. skating). You shall not use any of the Marks for any purpose whatsoever and, you agree not to do so unless you receive express written consent from us. You must execute and abide by any and all agreements required by programming provider(s) in connection with your use and/or DIRECTV's provision of such Services to you, if any. You shall comply with all applicable DIRECTV requirements with respect to directly and continuously connecting the DIRECTV System receivers to the land-based telephone line identified therein as being associated with each such receiver. Information regarding Services that you have ordered is transmitted via the land-based telephone line(s) identified therein. In addition, we may immediately inactivate any or all Services provided to you if the telephone line(s) identified therein are not performing in accordance with our requirements. DIRECTV, or its authorized agent, shall have the right to inspect your DIRECTV System at any time during your normal business hours. If we reasonably determine that you are in breach of any of these rules for use, or of your obligations under this Agreement, we may immediately inactivate any or all Services provided to you. If Services to you are so inactivated, in addition to the indemnification obligations described below, you are still responsible for payment of all outstanding balances accrued through the date of inactivation. DIRECTV System Access Cards are the property of DIRECTV, Inc. Any tampering or other unauthorized modification to the Access Card may result in, and subject you to, legal action.

12) PROGRAMMING BLACKOUTS; INDEMNIFICATION: Certain programming Services we transmit may be blacked out or otherwise unavailable to commercial customers in your local reception area due to legal, contractual, or other restrictions. If you circumvent or attempt to circumvent any of these blackouts or programming restrictions, you may be subject to legal action. YOU AGREE TO INDEMNIFY, DEFEND, AND HOLD DIRECTV, ITS OFFICERS, EMPLOYEES, AGENTS AND REPRESENTATIVES HARMLESS FROM AND AGAINST ANY AND ALL CLAIMS, DAMAGES, LIABILITIES, EXPENSES (INCLUDING REASONABLE ATTORNEYS' FEES AND COSTS OF LITIGATION), LOSSES, JUDGMENTS, AND ASSESSMENTS OF ANY KIND WHATSOEVER DIRECTLY OR INDIRECTLY RESULTING FROM YOUR BREACH OF ANY OF YOUR OBLIGATIONS UNDER THIS AGREEMENT, INCLUDING, BUT NOT LIMITED TO, THOSE IMPOSED BY THIS SECTION.

13) SALE/TRANSFER OF EQUIPMENT OR PROGRAMMING SERVICES: You agree to notify us immediately, but in any event not more than 5 days, after you move, sell, give away, or otherwise transfer your DIRECTV equipment to anyone else. You are considered the registered owner of the DIRECTV equipment and recipient of the Services until we receive such notice, and you may be liable for any charges or fees incurred by the use of your DIRECTV equipment by anyone else up to the time that we receive your notice. You may not assign or transfer your Service or any of your rights and obligations under this Agreement without our prior written consent. If you do, we may inactivate your Service.

14) APPLICABLE LAW; ENTIRE AGREEMENT: This Agreement shall be governed by applicable federal law, the rules and regulations of the Federal Communications Commission and the laws of the State in which the Service is provided and are subject to amendment, modification, or termination if required by such regulations or laws. In the event that any of the provisions or portions of this agreement are held to be unenforceable or invalid, the validity and enforceability of the remaining provisions or portions will not be affected. This Agreement contains the entire understanding of the parties and supersedes any other prior negotiations, discussions, and agreements between you and DIRECTV.

15) CERTIFICATION AND REPRESENTATIONS OF AUTHORITY; FULL DISCLOSURE: Your election to receive Service constitutes your unconditional acceptance of the terms and conditions contained in this Agreement. You certify that all of the below-referenced information is true and correct. Your provision of any false or misleading information shall be deemed by us to constitute a breach of this Agreement. The person ordering Service represents and warrants that (s)he is authorized to agree to the terms of this Agreement. You have had the opportunity to consult with an attorney or any other person/entity of your choosing for legal/professional advice prior to agreeing to this Agreement. Further, you have read and understand the contents, terms, conditions, and effects of this entire Agreement.

16) ARBITRATION: Any claim or dispute arising out of, or relating to, this Agreement which cannot be settled by the parties shall be resolved according to binding arbitration conducted in accordance with the rules of JAMS that are in effect at the time the arbitration is initiated (referred to as the "JAMS Rules") and under the rules set forth in this Agreement. The decision of the arbitrator shall be final and binding on the parties and any award of the arbitrator may be entered in any court of competent jurisdiction. Notwithstanding the foregoing, the arbitrator shall not be authorized to award punitive damages with respect to any such controversy, claim or dispute. The cost of any arbitration hereunder shall be paid by the party determined by the arbitrator to not be the prevailing party, or otherwise allocated in an equitable manner as determined by the arbitrator. Neither you nor we shall be entitled to join or consolidate claims in arbitration by or against other individuals or entities, or arbitrate any claim as a representative member of a class or in a private attorney general capacity. Accordingly, you and we agree that the JAMS Class Action Procedures do not apply to our arbitration. If, however, the law of your state would find this agreement to dispense with class arbitration procedures unenforceable, then this entire Section 16 is unenforceable.

17) PAYMENT UPON CANCELLATION: You acknowledge that you have provided your credit or debit card account information to us. You understand that you will incur fees and charges as a result of your receipt and use of Service and/or a DIRECTV System, and may incur early cancellation fees and/or equipment non-return fees (as specified in any purchase, programming or other service commitment agreement you entered into in connection with obtaining a DIRECTV System). By giving us your credit or debit card account information, you authorize us to apply this method of payment, in accordance with applicable law, to satisfy any and all amounts due upon cancellation. You further acknowledge that you are required to maintain current credit or debit card information with us and agree to notify us whenever there is a change in such information, such as a change in the card number or the expiration date.

THE SERVICE PROVIDED TO YOU IS DEPENDENT ON THE TYPE OF COMMERCIAL ESTABLISHMENT YOU OPERATE. YOUR RECEIPT OF SERVICES CONSTITUTES YOUR AGREEMENT TO THE FOLLOWING, AS APPLICABLE:

Public Viewing Customers: If you ordered a Public Viewing programming package, you represent, warrant, acknowledge and agree that Services shall only be displayed or exhibited at establishments wherein the usage and viewing is generally accessible to the public and/or the establishment's clientele and/or in common areas (such as waiting room/area or lobby) AND (1) the establishment's primary source of revenue is derived from the sale of food/beverage for immediate consumption, or (2) the establishment is, or is located within or affiliated within, a hospitality or entertainment establishment (such as a bar, restaurant, diner, stadium, casino, club, cafe, theater) and food/beverage is served for immediate consumption, or (3) the establishment charges, as a part of its primary business operation, admission, a cover charge or minimum charge.

Business Viewing Customers: If you ordered a Business Viewing programming package, you represent, warrant, acknowledge and agree that Services shall only be displayed or exhibited at establishments wherein the usage and viewing is generally accessible to the public and/or the establishment's clientele and/or in common areas (such as waiting room/area or lobby) AND (1) the establishment's primary source of revenue is not derived from the sale of food/beverage for immediate consumption, AND (2) the establishment is not a hospitality or entertainment establishment, or is not located within or affiliated within, a hospitality or entertainment establishment (such as a bar, restaurant, diner, stadium, casino, club, cafe, theater), AND (3) the establishment does not charge admission, cover charge or minimum charge.

Private Viewing Customers: If you ordered a Private Office Viewing programming package, you represent, warrant, acknowledge and agree that (1) the Services shall only be displayed or exhibited at commercial establishments at which persons will view the Services in areas that are not accessible to the public and (2) you shall not display or exhibit, and shall not permit others to display or exhibit, in any manner whatsoever, any of the Services it receives in areas accessible to the public and/or common areas and (3) your primary business is neither a satellite master antenna television supported facility containing multiple individual commercial units or in the hospitality and/or restaurant/bar industries.



Commercial Receiver Information Form

DIRECTV Account #:

(Required when ordering additional services after account activation.)

Customer Name _____
DBA _____ Contact Name _____
Service Phone Number _____ Email Address _____

Are all of the DIRECTV System receivers continuously connected to the same land-based telephone line? YES NO

RECEIVER INFORMATION (NOTE: THE MAXIMUM NUMBER OF RECEIVERS AUTHORIZED ON A DIRECTV ACCOUNT IS 20.)

Receiver #1

Access Card Number	Location of Receiver	Receiver Serial	RID Number
Receiver Manufacturer	Receiver Model	Associated Telephone Number (Receiver must be continuously connected to a land-based phone line.)	

Receiver #2

Access Card Number	Location of Receiver	Receiver Serial	RID Number
Receiver Manufacturer	Receiver Model	Associated Telephone Number (Receiver must be continuously connected to a land-based phone line.)	

Receiver #3

Access Card Number	Location of Receiver	Receiver Serial	RID Number
Receiver Manufacturer	Receiver Model	Associated Telephone Number (Receiver must be continuously connected to a land-based phone line.)	

Receiver #4

Access Card Number	Location of Receiver	Receiver Serial	RID Number
Receiver Manufacturer	Receiver Model	Associated Telephone Number (Receiver must be continuously connected to a land-based phone line.)	

For additional receivers, please make a photocopy of this page and submit with contract paperwork.

* Program pricing does not include taxes and is subject to tax. Account is responsible for all taxes charged on account services. DIRECTV will issue a bill for appropriate taxes after service has been authorized. If tax-exempt, submit tax exemption certificate and once approved, all accrued taxes will be refunded back to account. **Some services automatically renews based on original subscription term, provided DIRECTV carries this service, unless customer calls to cancel prior to the start of the term; however, ESPN/ESPN2/ESPNNews is non-refundable and non-proratable once renewal fee is paid. Blackout restrictions apply to sports programming. To receive sports programming, all DIRECTV Receivers must be continuously connected to the same land-based phone line. DIRECTV System dish with dual-feed LNB required to feed multiple DIRECTV Receivers with a single dish. Commercial locations require an appropriate license agreement. Commercial signal theft is subject to civil and criminal penalties. Programming, pricing, terms and conditions subject to change. Hardware and programming sold separately. Equipment specifications may vary in Alaska and Hawaii. Games shown on local TV stations or regional sports networks will not be included in sports subscription packages. ©2012 DIRECTV, Inc. DIRECTV and the Cyclone Design logo are registered trademarks of DIRECTV, Inc. All other trademarks and service marks are the property of their respective owners.