

COMMERCIAL SALES GUIDE

NEW SPRING OFFER

Effective 5.22.14–7.13.14



DIRECTV

solutions for every business

OFFER HIGHLIGHTS

5 MONTHS OF FREE COMMERCIAL XTRA™ PACK

when your customers purchase 2014 NFL SUNDAY TICKET—Requires Auto Bill Pay. ▶ [See page 5](#)

2014 NFL SUNDAY TICKET INCLUDED AT NO EXTRA CHARGE°

when your customers sign up for BUSINESS ENTERTAINMENT® or BUSINESS CHOICE.™ ▶ [See page 6](#)

PACK THE HOUSE AND SAVE

with MLB EXTRA INNINGSSM and NFL SUNDAY TICKET. ▶ [See pages 3 & 8](#)



Commercial MVP Marketing Program

The DIRECTV MVP Marketing Program offers turnkey solutions to build consumer awareness. A variety of tools help differentiate businesses by promoting the features and benefits of DIRECTV. There are four components to the MVP Marketing Program:

1 On-Premise Sports Kits

On-premise marketing materials are provided with every qualifying sports subscription purchase, free of charge!

Kits are available for the following sports: NFL SUNDAY TICKET, MLB EXTRA INNINGS,SM NHL[®] CENTER ICE[®], NBA LEAGUE PASS, ESPN GamePlan and ESPN FULL COURT.

- Public Viewing customers subscribing to select sports subscriptions will automatically receive a sports marketing kit with their order.
- Contents of kit may include: posters, window clings, coasters, banners and more! (Varies by sport)
- Customers may order additional kits or kit components from directvmvp.com.



2 DIRECTV MVP Merchandise Center

The DIRECTV MVP Merchandise Center is an online tool that allows businesses to create their own marketing materials.

- Customers will receive a username and password via mail to access the website at directvmvp.com.
- Customers can submit their orders directly through the website or download print-ready files for reproduction (customer is responsible for printing costs).
- Cost will vary by item, which may be printed by business owner.
- For questions, concerns or access issues, please call our vendor partner, BrandMuscle, at 1.877.846.7155.



3 Sports Bar Finder

DIRECTV Sports Bar Finder, a mobile app¹ available on iPhone[®] and Android,[™] drives customer traffic. It allows patrons to search near their current location for bars and restaurants featuring a particular sporting event.

- With the purchase of a base package, Public Viewing customers are automatically enrolled and listed in the Sports Bar Finder database.
- Customer's business will be added to the app upon activation of DIRECTV[®] service.
- All establishment contact information is based on the customer information captured in STMS.
- Changes to business name, (service) address and phone number are easily reflected by properly updating the appropriate information in STMS (changes will appear in the app upon activation).
- Follow normal business rules to update any of the fields in STMS upon request.



4 Weekly Sports Schedules

Get the latest matchups and programming on DIRECTV so your customers can drive traffic with the most popular sporting events and shows. Available via email or through our custom advertising and merchandise site.



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Make Your Customer's Business a Crowd Favorite with **MLB EXTRA INNINGSSM** and **NFL SUNDAY TICKET** on **DIRECTV**.

MLB EXTRA INNINGSSM

PACKAGES
starting at
\$116⁷⁶
5-PAY OPTION



- **Up to 80** out-of-market MLB games a week¹
- **Up to 98%** of these games available in HD each week²
- **Game Mix** – Watch up to eight games at the same time, live on your TV³
Only available in HD.
- **In-market games** will be shown on your Regional Sports Network (RSN) or a local channel

SEE PAGE 8 FOR FULL PRICING



NFL SUNDAY TICKET

PACKAGES
starting at
\$257⁹³
5-PAY OPTION



- **Up to 40** out of-market games! Every Sunday. All in HD.²
- **Up to 200** games during the regular season. That's 17 weeks of action.
- **RED ZONE CHANNEL[®]** – Never miss a play inside the 20. Get all the final stats from around the league. All in HD.²

SEE PAGE 8 FOR FULL PRICING



Score More Business

The **PROFIT CALCULATOR** is a game changer!
Our dynamic sales tool makes it easy to calculate and show customers how much revenue and profit they can make with **MLB EXTRA INNINGSSM** and **NFL SUNDAY TICKET**.

- Enter a few facts about your customer's business into the calculator fields.
- Calculate and show your customer how much revenue and profit they can make.
- Create a convincing presentation on the investment value of **MLB EXTRA INNINGSSM** and **NFL SUNDAY TICKET** that no one can say no to.

Start using this valuable tool today!
Contact your Regional Sales Manager for more information.

PROFIT CALCULATOR

BUSINESS PROFILE

Sports Package: **MLB EXTRA INNINGS** | **NFL Sunday Ticket**

EXAMPLE (2 person check average) | TRY IT YOURSELF (enter a check average)

2 Burgers @ \$6.99 each	=	\$13.98	Food	=	\$13.98
4 Beers @ \$2.50 each	=	\$10.00	Beverage	=	\$10.00
1 Mixed Drink @ 5.50 each	=	\$5.50			
TOTAL SALES	=	\$29.48	TOTAL SALES	=	\$29.48
F&B PERCENTAGE	=	35%	F&B PERCENTAGE	=	35%
F&B COST	=	(\$10.32)	F&B COST	=	(\$10.32)
GROSS PROFIT	=	\$19.16	GROSS PROFIT	=	\$19.16
INCREMENTAL WEEKLY FANS	x	60	INCREMENTAL WEEKLY FANS	x	60
SUBTOTAL INCREMENTAL WEEKLY PROFITS	=	\$1,149.60	SUBTOTAL INCREMENTAL WEEKLY PROFITS	=	\$1,149.60
WEEKLY COST	=	(\$85.00)	WEEKLY COST	=	(\$85.00)
TOTAL WEEKLY PROFITS	=	\$1,064.60	TOTAL WEEKLY PROFITS	=	\$1,064.60
17 WEEK PROGRAM	x	17	17 WEEK PROGRAM	x	17
TOTAL INCREMENTAL PROFIT	=	\$18,098.20	TOTAL INCREMENTAL PROFIT	=	\$18,098.20

Sales numbers in this example are for illustrative purposes only. Weekly incremental fans based on package of 2. NFL Sunday Ticket™ weekly program cost is based on the corresponding FCC tier and 17 weeks of NFL Sunday Ticket™. ©2014 by DIRECTV. All rights reserved.

¹ Blackout restrictions and other conditions apply to all sports programming. Actual number of games varies by market due to blackout rules and other conditions. ² To access DIRECTV HD programming, HD equipment required. Number of HD channels based on package selection. ³ For full Mix Channel and interactive functionality, a D10 (or later model) interactive DIRECTV Receiver is required. Access to channels depends on programming package. ***2014 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. Customers must order by 7/31/14 and activate by 8/30/14 to be eligible for the 5-Pay option, order by 9/29/14 and activate by 10/29/14 to be eligible for the 3-Pay option, and order by 11/28/14 and activate by 12/28/14 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. Account must be in "good standing" as determined by DIRECTV in its sole discretion to remain eligible for all offers. 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. Major League Baseball trademarks and copyrights are used with permission of the applicable MLB entities. All rights reserved. Visit the official website at MLB.com. NFL, the NFL Shield design, NFL SUNDAY TICKET name and logo are registered trademarks of the NFL and its affiliates. NFL team names and uniform designs are registered trademarks of the teams indicated. MLB: Norm Hall/Getty Images. Eli Manning: James Michelfelder-Therese Sommereth. ©2014 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.

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

- 88% of bar and restaurant subscribers believe DIRECTV sports programming increases their business[^]
- 86% of bar and restaurant subscribers believe DIRECTV programming creates a more lively atmosphere[^]
- 80% of bar and restaurant subscribers believe DIRECTV programming generates more loyal, repeat customers[^]

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

- 87% of business subscribers believe DIRECTV helps customers/patients pass the time[°]
- 86% of business subscribers that subscribe to SonicTap[®] believe that DIRECTV SonicTap[®] Music Channels create a more lively atmosphere[°]
- Watching sports, news or entertainment is a great way for customers to pass the time
- DIRECTV helps to differentiate your business

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



The Situation Room with Wolf Blitzer, on CNN HD

QUALIFICATIONS FOR ELIGIBILITY

- Television viewing accessible only to employees

WHY THEY NEED DIRECTV

Keep employees connected

- Improves employee morale and productivity
- Gives employees round-the-clock access to news and entertainment

[^]Based on a March 2013 national survey of bar and restaurants that expressed an opinion. [°]Results are based on a March 2013 national survey of 503 DIRECTV business viewing subscribers with at least 3 months tenure who expressed an opinion. NFL: Kevin Terrell/AP Photo. Peyton Manning: James Michelfelder+Therese Sommerseth. MLB: Getty Images. Norm Hall/Getty Images. The Situation Room with Wolf Blitzer: © & © 2014 Cable News Network. A Time Warner Company. All Rights Reserved.

Public Viewing Packages

	EVO	BUSINESS INFORMATION® Access to over 45 Channels	COMMERCIAL CHOICE® Access to over 125 Channels	COMMERCIAL ENTERTAINMENT PACK¹ Access to over 95 Channels	BEST VALUE! COMMERCIAL XTRA™ PACK¹ Access to over 180 Channels	COMMERCIAL CHOICE® PLUS Access to over 130 Channels	
REGULAR PRICE (Customer rolls to the then-current retail rate after the expiration of promotional credits)	1-50	\$48.99 MO.	\$67.99 MO.	\$89.99 MO.	EVO OVER 100? GET COMMERCIAL CHOICE® PLUS!	N/A	
	51-100		\$79.99 MO.			N/A	
	101-150		\$93.99 MO.	N/A		N/A	
	151-200		\$113.99 MO.			N/A	
	201-500		\$128.99 MO.			N/A	
	501-1000		\$148.99 MO.			N/A	
	1001-2000		\$182.99 MO.			N/A	
	2001+		\$210.99 MO.			N/A	
NEW SPRING OFFER (Valid through 7/13/14)	- \$9/mo.: For 12 months - \$10/mo.: For 12 months with enrollment in Auto Bill Pay² \$29.99 MO. For 12 months with Auto Bill Pay enrollment and 24-month agreement	- \$3/mo.: For 12 months (EVO 1-50) - \$5/mo.: For 12 months with enrollment in Auto Bill Pay² Starting at \$59.99 MO. For 12 months with Auto Bill Pay enrollment and 24-month agreement	- \$17/mo.: For 12 months - \$10/mo.: For 12 months with enrollment in Auto Bill Pay² \$62.99 MO. For 12 months with Auto Bill Pay enrollment and 24-month agreement	- \$84/mo.: For 3 months - \$10/mo.: For 12 months with enrollment in Auto Bill Pay² \$39.99 MO. For 3 mos. with Auto Bill Pay enrollment and 24-month agreement OR - \$133.99/mo.: For 5 months 5 months FREE With 24-month agreement (Auto Bill Pay required at point of sale and NFL SUNDAY TICKET subscription) Save over \$665 when you sign up for NFL SUNDAY TICKET 2014 (ONLINE DIRECTV)	- \$75/mo.: For 12 months - \$10/mo.: For 12 months with enrollment in Auto Bill Pay² Starting at \$209.99 MO. For 12 months with Auto Bill Pay enrollment and 24-month agreement OR 3 months FREE With 24-month agreement (Auto Bill Pay required at point of sale and NFL SUNDAY TICKET subscription) Save over \$883 when you sign up for NFL SUNDAY TICKET 2014		
PREMIUMS/ADVANCED SERVICES	FREE FOR 3 MONTHS:					HD ACCESS SAVE \$75³ (Rolls to \$25/mo. at month 4)	SonicTap® MUSIC CHANNELS SAVE OVER \$100⁴ (Rolls to \$35.99/mo. at month 4)
HARDWARE	UP TO 4 FREE HD OR SD RECEIVERS⁵ Cost for additional receivers: SD: \$69 HD: \$99						
STANDARD INSTALLATION	\$49 Complex/custom installation extra			FREE Applicable use tax adjustment may apply on retail value of installation.			
ADDITIONAL RECEIVER FEES	\$15/MO. FOR 3RD AND EACH ADDITIONAL RECEIVER	NO ADDITIONAL RECEIVER FEES	\$15/MO. FOR 3RD AND EACH ADDITIONAL RECEIVER (\$15/mo. for 4th and each additional receiver with SonicTap®)		NO ADDITIONAL RECEIVER FEES		
REGIONAL SPORTS NETWORK FEES	N/A			Regional Sports Network Fee may apply 0-1: \$0; 2-3: \$7.99; 4+: \$12.99			
ALL PRICES INCLUDE LOCAL CHANNELS, WHERE AVAILABLE							

PUBLIC VIEWING

NO-CONTRACT OPTION
Additional receiver and Regional Sports Fees may apply.

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

Offers end 7/13/14; on approved credit. New Commercial customers only. 24-month programming agreement required. Credit card may be required (except in MA & PA). \$19.95 Handling & Delivery 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 ENTERTAINMENT PACK.

1 Public Viewing pricing based on Estimated Viewing Occupancy (EVO) 1-100 only. COMMERCIAL XTRA PACK (regularly \$133.99/mo.) includes local channels, COMMERCIAL XTRA (\$74.49/mo.), SPORTS PACK (\$12.99/mo.) and outlet fees for two receivers (\$46.51/mo.). Additional outlet fees of \$15/mo. apply for the third and each additional receiver. Purchase of 24 consecutive months of COMMERCIAL XTRA PACK required. COMMERCIAL ENTERTAINMENT PACK (regularly \$89.99/mo.) includes local channels, COMMERCIAL ENTERTAINMENT (\$56.99/mo.) and outlet fees for two receivers (\$33/mo.). Additional outlet fees of \$15/mo. apply for the third and each additional receiver. Purchase of 24 consecutive months of COMMERCIAL ENTERTAINMENT PACK required. 2 Additional \$10/mo. credit for 12 months after signing up for Auto Bill Pay with credit card at point of sale and activation of BUSINESS INFORMATION or above, excluding COMMERCIAL CHOICE. Additional \$5/mo. credit for 12 months after signing up for Auto Bill Pay with credit card at point of sale and activation of COMMERCIAL CHOICE. 24-month agreement required. 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-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 UP TO \$480. LIMIT ONE BILL CREDIT OFFER PER ACCOUNT. In certain markets, programming/pricing may vary. 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 \$25/mo. for three consecutive months of HD Access with activation of BUSINESS INFORMATION, COMMERCIAL CHOICE, COMMERCIAL CHOICE PLUS, COMMERCIAL ENTERTAINMENT PACK or COMMERCIAL XTRA PACK, 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 \$35.99/mo. for three consecutive months for SonicTap Music Channels. Unless the customer calls to cancel, in the fourth month SonicTap Music Channels will automatically continue at the then-prevailing rate. 5 New customers activating BUSINESS INFORMATION or above are eligible for any combination of up to four free SD and/or HD Receivers. Offer available to new Commercial customers in commercial structures no more than three stories high. No single-family residences allowed. 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 or broadband access. Regional Sports Fee applicable for COMMERCIAL CHOICE PLUS, COMMERCIAL XTRA PACK and BUSINESS CHOICE subscribers in select ZIP codes where DIRECTV is contractually obligated to distribute multiple Regional Sports Networks. **INSTALLATION:** Free standard professional commercial installation with COMMERCIAL CHOICE PLUS and COMMERCIAL XTRA PACK subscriptions. \$49 standard professional commercial installation for COMMERCIAL CHOICE, COMMERCIAL ENTERTAINMENT PACK and BUSINESS INFORMATION customers. Complex/custom installation extra. **COMMERCIAL XTRA PACK AND NFL SUNDAY TICKET PROGRAMMING/BILL CREDIT OFFERS:** Purchase of 24 consecutive months of COMMERCIAL XTRA PACK required. DIRECTV will credit the new customer's account \$133.99/mo. for five consecutive months for COMMERCIAL XTRA PACK with local channels (if available in your market) once NFL SUNDAY TICKET is activated. Auto Bill Pay is required and enrollment must be maintained during the entire promotional offer period or credits will cease. The \$10/mo. discount for 12 months of Auto Bill Pay is not valid with this offer. **COMMERCIAL CHOICE PLUS AND NFL SUNDAY TICKET PROGRAMMING/BILL CREDIT OFFERS:** Purchase of 24 consecutive months of COMMERCIAL CHOICE PLUS required. DIRECTV will credit the new customer's account up to \$493.99/mo. for three consecutive months for COMMERCIAL CHOICE PLUS with local channels (if available in your market) once NFL SUNDAY TICKET is activated. Auto Bill Pay is required and enrollment must be maintained during the entire promotional offer period or credits will cease. The \$10/mo. discount for 12 months of Auto Bill Pay is not valid with this offer. Account must be in "good standing" as determined by DIRECTV in its sole discretion to remain eligible for all offers.

Business/Private Viewing Packages

BUSINESS/PRIVATE VIEWING

	COMMERCIAL BASIC™ Access to over 30 Channels	BUSINESS INFORMATION® Access to over 45 Channels	BUSINESS ENTERTAINMENT® Access to over 100 Channels	BEST VALUE! BUSINESS CHOICE™ Access to over 145 Channels
REGULAR PRICE (Customer rolls to the then-current retail rate after the expiration of promotional credits)	\$23⁹⁹ / MO.	\$48⁹⁹ / MO.	\$74⁹⁹ / MO.	\$97⁹⁹ / MO.
12-MONTH NEW SPRING OFFER (Valid through 7/13/14)	\$23⁹⁹ / MO. For 12 months with 24-month agreement	-\$9/mo.: For 12 months -\$10/mo.: For 12 months with enrollment in Auto Bill Pay ¹ \$29⁹⁹ / MO. For 12 months with Auto Bill Pay enrollment and 24-month agreement	-\$10/mo.: For 12 months -\$10/mo.: For 12 months with enrollment in Auto Bill Pay ¹ \$54⁹⁹ / MO. For 12 months with Auto Bill Pay enrollment and 24-month agreement	-\$28/mo.: For 12 months -\$10/mo.: For 12 months with enrollment in Auto Bill Pay ¹ \$59⁹⁹ / MO. For 12 months with Auto Bill Pay enrollment and 24-month agreement
36-MONTH NEW SPRING OFFER (Valid through 7/13/14) BUSINESS VIEWING ONLY	N/A	-\$5/mo.: For 36 months ² \$43⁹⁹ / MO. For 36 months with Auto Bill Pay enrollment and 36-month agreement	-\$7/mo.: For 36 months ² \$67⁹⁹ / MO. For 36 months with Auto Bill Pay enrollment and 36-month agreement	-\$18/mo.: For 36 months ² \$79⁹⁹ / MO. For 36 months with Auto Bill Pay enrollment and 36-month agreement
PREMIUMS/ADVANCED SERVICES	NO OFFERS AVAILABLE	FREE FOR 3 MONTHS: PRIVATE VIEWING ALSO INCLUDES:	HD ACCESS SAVE \$45³ (Rolls to \$15/mo. at month 4) starz SAVE OVER \$50² (Rolls to \$17.99/mo. at month 4) SHOWTIME SAVE OVER \$50² (Rolls to \$17.99/mo. at month 4)	SonicTap® MUSIC CHANNELS SAVE OVER \$100⁴ (Rolls to \$35.99/mo. at month 4)
HARDWARE	UP TO 2 FREE SD RECEIVERS⁵ Cost for additional receivers: SD: \$69 HD: \$99	UP TO 4 FREE RECEIVERS	[4 HD or 4 SD] ⁵ for Business Viewing [4 HD or 2 SD DVR; or 4 SD] ⁵ for Private Viewing Cost for additional receivers: SD: \$69 HD: \$99	
STANDARD INSTALLATION		\$49 Complex/custom installation extra	FREE Applicable use tax adjustment may apply on retail value of installation.	
ADDITIONAL RECEIVER FEES - BUSINESS VIEWING		■ 1 ST RECEIVER: FREE ■ 2 ND - 9 TH RECEIVER: \$6 EACH	■ 10 TH - 21 ST RECEIVER: \$3 EACH ■ 22 ND + RECEIVER: \$1 EACH	
ADDITIONAL RECEIVER FEES - PRIVATE VIEWING		■ 1 ST RECEIVER: FREE ■ 2 ND RECEIVER AND ABOVE: \$6 EACH		
REGIONAL SPORTS NETWORK FEES		N/A	Regional Sports Network Fee may apply 0-1: \$0; 2-3: \$3.99; 4+: \$7.99	

ALL PRICES INCLUDE LOCAL CHANNELS, WHERE AVAILABLE

DVR SERVICE PRIVATE VIEWING

DVR Service for just \$12/mo.

3-YEAR OFFER FOR NEW CUSTOMERS FOR BUSINESS VIEWING

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
- Enrollment in Auto Bill Pay required
- Credits applied in months 2-37
- Proratable Early Cancellation Fee (ECF) of \$720

NO-CONTRACT OPTION

Additional receiver and Regional Sports Fees may apply.

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

Offers end 7/13/14; on approved credit. New Commercial customers only. 24-month or 36-month (Business Viewing customers only) programming agreement required. Credit card may be required (except in MA & PA). \$19.95 Handling & Delivery 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 services: BUSINESS CHOICE, BUSINESS ENTERTAINMENT, BUSINESS INFORMATION or COMMERCIAL BASIC. Regional Sports Fee applicable for BUSINESS CHOICE subscribers in select ZIP codes where DIRECTV is contractually obligated to distribute multiple Regional Sports Networks. 1 Additional \$10/mo. credit for 12 months after signing up for Auto Bill Pay with credit card at point of sale and activation of BUSINESS INFORMATION or above. 24-month agreement required. 2 BUSINESS VIEWING: Purchase of 36 consecutive months of BUSINESS CHOICE, BUSINESS ENTERTAINMENT or BUSINESS INFORMATION 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. PRIVATE VIEWING: Upon DIRECTV System activation, DIRECTV will credit the new Private Viewing customer's account \$17.99/mo. for three consecutive months for SHOWTIME and/or STARZ Super Pack. 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 UP TO \$480 FOR 24-MONTH CONTRACT AND \$720 FOR 36-MONTH CONTRACT. LIMIT ONE BILL CREDIT OFFER PER ACCOUNT. In certain markets, programming/pricing may vary. 3 To access DIRECTV HD programming, HD Access fee (\$15/mo.) and HD equipment are required. Number of HD channels varies by package. Upon DIRECTV System activation, DIRECTV will credit the new BUSINESS INFORMATION, BUSINESS ENTERTAINMENT or BUSINESS CHOICE customer's account \$15/mo. for the 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 \$35.99/mo. for three consecutive months for SonicTap Music Channels. Unless the customer calls to cancel, in the fourth month SonicTap Music Channels will automatically continue at the then-prevailing rate. 5 New BUSINESS CHOICE, BUSINESS ENTERTAINMENT and BUSINESS INFORMATION Business Viewing customers are eligible for any combination of up to four HD and/or up to four SD Receivers for a total of up to four free receivers. New BUSINESS CHOICE, BUSINESS ENTERTAINMENT and BUSINESS INFORMATION Private Viewing customers are eligible for any combination of up to four HD, two SD DVR Receivers, or four SD Receivers, for a total of up to four free receivers. DVR Service (\$12/mo.) activation required for DVR and HD DVR equipment. COMMERCIAL BASIC customers are eligible for up to two free SD Receivers. Business Viewing: no mirroring fee for only one receiver; \$6/mo. each for the 2nd through the 9th receiver; \$3/mo. each for the 10th through the 21st receiver; \$1/mo. each for the 22nd and each additional receiver. Private Viewing: 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. Offer available to new Commercial customers in commercial structures no more than three stories high. No single-family residences allowed. 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 or broadband access. INSTALLATION: Free standard professional commercial installation for BUSINESS CHOICE customers. \$49 standard professional commercial installation for BUSINESS ENTERTAINMENT, BUSINESS INFORMATION and COMMERCIAL BASIC customers. Complex/custom installation extra.

6 2014 NFL SUNDAY TICKET INCLUDED AT NO EXTRA CHARGE OFFER: Requires activation of BUSINESS ENTERTAINMENT or BUSINESS CHOICE. 2014 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 1-866-945-9940 to cancel prior to start of season. Subscription cannot be canceled (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.

International A La Carte Packages

	IN-LANGUAGE PUBLIC VIEWING PACKAGE EVO 1-100	
	COMERCIAL MÁS ULTRA™ PACK*	COMERCIAL BASIC™*** with International Add-On ¹
	Access to over 120 Channels	Access to over 30 Channels
REGULAR PRICE <small>(Customer rolls to the then-current retail rate after the expiration of promotional credits)</small>	\$99⁹⁹ MO.	\$23⁹⁹ MO.
12-MONTH NEW SPRING OFFER <small>(Valid through 7/13/14)</small>	- \$27/mo.: For 12 months - \$10/mo.: For 12 months with enrollment in Auto Bill Pay ² \$62⁹⁹ MO. For 12 months with Auto Bill Pay enrollment and 24-month agreement	- \$5/mo.: For 12 months with enrollment in Auto Bill Pay ² \$18⁹⁹ MO. For 12 months with Auto Bill Pay enrollment and 24-month agreement
PREMIUMS/ADVANCED SERVICES	FREE FOR 3 MONTHS: HD ACCESS ⁴ SONIC TAP ⁵ MUSIC CHANNELS ⁵	FREE FOR 3 MONTHS: HD ACCESS ⁴ SONIC TAP ⁵ MUSIC CHANNELS ⁵ STARZ (Private Viewing Only) ⁶ SHOWTIME (Private Viewing Only) ⁶
HARDWARE	UP TO 4 FREE RECEIVERS ⁷ (Up to 2 HD or 4 SD) Cost for additional receivers: SD: \$69 HD: \$99	
STANDARD INSTALLATION	\$49 Complex/custom installation extra	

	IN-LANGUAGE PUBLIC VIEWING PACKAGE	
	COMERCIAL MÁS ULTRA™ PACK	COMERCIAL BASIC™ with International Add-On ¹
	Access to over 120 Channels	Access to over 30 Channels
REGULAR PRICE	\$99⁹⁹ MO.	\$23⁹⁹ MO.
HARDWARE	UP TO 2 FREE SD RECEIVERS Cost for additional receivers: SD: \$69 SD DVR or HD: \$99 HD DVR: \$199 <small>Additional service fee may apply.</small>	
STANDARD INSTALLATION	\$199 Complex/custom installation extra	

WorldDirect® A La Carte Packages ³		
	PUBLIC VIEWING	BUSINESS/PRIVATE VIEWING
CHINESE ChineseDirect™ CTI Zhong Tian, CCTV-4, Guangzhou, CCTV News, NBA TV, MLB Network, beIN SPORTS, National Geographic, Disney, CNN, 88TV, 88Films, FoodNetwork Asia, iCable Financial Info News, iCable News	\$39.99/mo.	\$34.99/mo.
MandarinDirect™ III CTI Zhong Tian, Phoenix North America, Phoenix InfoNews, Jiangsu Satellite TV, CCTV-4, Charming China	\$26.99/mo.	\$21.99/mo.
FILIPINO FilipinoDirect™ The Filipino Channel, GMA Pinoy TV, ABS-CBN News Channel, Cinema One Global, BRO, MYX, GMA Life TV, DZMM (radio), INCTV	\$42.99/mo.	\$37.99/mo.
TFCDirect™ The Filipino Channel, ABS-CBN News Channel, Cinema One Global, MYX, DZMM (radio), INCTV, BRO	\$32.99/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, KBS World	\$36.99/mo.	\$31.99/mo.
RUSSIAN RussianDirect™ Channel One, Dom Kino, Muzika Pervogo, Carousel, Vremya	\$39.99/mo.	\$34.99/mo.
RussianDirect™ II Channel One, Dom Kino, Muzika Pervogo, RTR Planeta, ROSSIYA 24, RTVi, Carousel, Vremya	\$45.99/mo.	\$40.99/mo.
RTR Planeta A La Carte RTR Planeta	\$24.99/mo.	\$19.99/mo.
VIETNAMESE VietDirect™ VHN VHN-TV, SBTN, Little Saigon Radio, HONVIET, AET, Viên Thao, VietFace TV, TViet Network	\$29.99/mo.	\$24.99/mo.

Spanish A La Carte Packages ⁴		
	PUBLIC VIEWING	BUSINESS/PRIVATE VIEWING
EN ESPAÑOL Univision West, MegaTV, Telemundo East, Telemundo West, UniMás, TV Venezuela, mun2, Telefe, Mexicana, Discovery en Español, WAPA América, Regional Music TV, Nuestra Tele, Caracol TV, NTN24, CNN en Español, Estudio Cinco, Cine Estelar, Cinelatino, FOX Deportes, beIN SPORTS en Español, TyC Sports, Centroamerica TV, TeleCentro, Perú Mágico, ESPN Deportes, Televisión Dominicana, Discovery Familia, TV Chile, Ecuavisa, SUR Perú, Azteca América, History en Español, Pasiones, Tr3s, México 22, TVE, Cine Nostalgia, Customer Information Channel, Nat Geo Mundo, CANAL ONCE, Fox Life, GoTV, Univision Deportes Network, Univision tlnovelas, FOROTV, De Película, De Película Clásico, Bandamax, ViendoMovies	\$54.99/mo.	\$44.99/mo.
AMÉRICAS PLUS™ Caracol TV, Cine Estelar, Cinelatino, Cine Nostalgia, Discovery en Español, Discovery Familia, Ecuador TV, Ecuavisa Internacional, MegaTV, mun2, Nuestra Tele, Perú Mágico, Regional Music TV, SUR Perú, TeleCentro, Telefe, Telemundo, TVE, TV Chile, Televisión Dominicana, TV Venezuela, UniMás, WAPA América	\$24.99/mo.	\$24.99/mo.
MÉXICO PLUS™ Azteca América, Cine Estelar, Cine Nostalgia, Discovery en Español, Discovery Familia, MegaTV, Mexicana, México22, Estudio Cinco, Tr3s, Musica y Mas, mun2, Regional Music TV, TeleCentro, Telemundo, Televisión Dominicana, UniMás	\$24.99/mo.	\$24.99/mo.
DIRECTV® DEPORTES beIN SPORTS en Español, ESPN Deportes, GoTV, TyC Sports, Univision Deportes Network	\$24.99/mo.	\$24.99/mo.

Add any of these packages above onto any base programming package. *Public Viewing Customers: En Español can only be added to COMMERCIAL BASIC with an additional International A La Carte Package. Otherwise, it can only be added with BUSINESS INFORMATION[®] or above. AMÉRICAS PLUS, MÉXICO PLUS and DIRECTV DEPORTES all qualify as an International A La Carte Package.

Offers end 7/13/14; on approved credit. New Commercial customers only. 24-month programming agreement required. Credit card may be required (except in MA & PA). \$19.95 Handling & Delivery fee may apply. Local channels subscription where available. Multi-Satellite System required. 1 International packages are not required if activating COMMERCIAL BASIC in the Business/Private Viewing segments. Additional receiver fees apply. 2 Additional \$5/mo. credit for 12 months for signing up for Auto Bill Pay with credit card at point of sale and activation of COMMERCIAL BASIC plus an International package; \$10/mo. credit for 12 months for signing up for Auto Bill Pay with credit card at point of sale and activation of BUSINESS INFORMATION or above excluding COMMERCIAL CHOICE. 24-month agreement required. 3 Customer must subscribe to COMMERCIAL BASIC or above in order to add any International A La Carte packages. *COMMERCIAL MÁS ULTRA PACK BILL CREDIT OFFER: New Public Viewing customers only. Pricing for COMMERCIAL MÁS ULTRA PACK based on Estimated Viewing Occupancy (EVO) 1-100 only. COMMERCIAL MÁS ULTRA PACK (regularly \$99.99/mo.) includes local channels, COMMERCIAL MÁS ULTRA (\$67.99/mo.) and outlet fees for two receivers (\$32/mo.). Additional outlet fees of \$15/mo. apply for the third and each 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 \$27/mo. for 12 consecutive months, and \$10/mo. for 12 consecutive months for signing up for Auto Bill Pay with credit card at point of sale. **COMMERCIAL BASIC BILL CREDIT OFFER: Upon DIRECTV System activation and beginning in the second month, DIRECTV will credit the new COMMERCIAL BASIC customer's account \$5/mo. 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 UP TO \$480 FOR 24-MONTH CONTRACT. LIMIT ONE BILL CREDIT OFFER PER ACCOUNT. In certain markets, programming/pricing may vary. 4 HD ACCESS OFFER: To access DIRECTV HD programming, HD Access fee (up to \$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 up to \$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. 5 SONIC TAP 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 \$35.99/mo. for three consecutive months for SonicTap Music Channels. Unless the customer calls to cancel, in the fourth month SonicTap Music Channels will automatically continue at the then-prevailing rate. 6 SHOWTIME AND/OR STARZ SUPER PACK BILL CREDIT OFFER: Upon DIRECTV System activation, DIRECTV will credit the new Private Viewing customer's account \$17.99/mo. for three consecutive months for SHOWTIME and/or STARZ Super Pack. In the fourth month SHOWTIME and/or STARZ Super Pack will automatically continue at the then-prevailing rate. LIMIT ONE SHOWTIME AND/OR STARZ SUPER PACK BILL CREDIT OFFER PER ACCOUNT. 7 HARDWARE OFFER: Programming agreement, as defined by customer's Commercial programming rate card, required. HD equipment also requires HD Access fee of up to \$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 HD and/or four SD Receivers for a total of four free receivers per commercial location for COMMERCIAL MÁS ULTRA PACK, COMMERCIAL BASIC plus International package customers. 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. INSTALLATION: \$49 standard professional commercial installation. Complex/custom installation extra.

INTERNATIONAL PACKAGES

Drive Traffic with Premium Sports Packages

SPORTS PACKAGES

PUBLIC VIEWING			1-50	51-100	101-150	151-200	201-350	351-500	501-750	751-1,000	1,001-1,500	1,501-2,000	2,001-5,000	5,001-10,001+		
FCO	NFL SUNDAY TICKET PRICING	NEW CUSTOMERS (Acquisition ¹)	1-PAY	\$1,289 ⁶⁶	\$2,048 ²⁹	\$4,096 ⁵⁸		\$5,734 ³¹	\$8,193 ¹⁵	\$9,219 ⁵³	\$12,289 ⁷³	\$18,434 ⁵⁹	\$24,579 ⁴⁵	\$51,207 ¹⁹	N/A	N/A
		EXISTING CUSTOMERS (Upgrade ²)	3-PAY	\$429 ⁸⁹	\$682 ⁷⁶	\$1,365 ⁵³		\$1,911 ⁴⁴	\$2,731 ⁰⁵	\$3,073 ¹⁸	\$4,096 ⁵⁸	\$6,144 ⁸⁶	\$8,193 ¹⁵	\$17,069 ⁰⁶	\$34,138 ¹³	\$40,965 ⁷⁵
			5-PAY	\$257 ⁹³	\$409 ⁶⁶	\$819 ³²		\$1,146 ⁸⁶	\$1,638 ⁶³	\$1,843 ⁹¹	\$2,457 ⁹⁵	\$3,686 ⁹²	\$4,915 ⁸⁹	\$10,241 ⁴⁴	\$20,482 ⁸⁸	\$24,579 ⁴⁵
		EXISTING CUSTOMERS (Renewal ³)	1-PAY	\$1,445 ⁰⁰	\$2,295 ⁰⁰	\$4,590 ⁰⁰		\$6,425 ⁰⁰	\$9,180 ⁰⁰	\$10,330 ⁰⁰	\$13,770 ⁰⁰	\$20,655 ⁰⁰	\$27,540 ⁰⁰	\$57,375 ⁰⁰	N/A	N/A
			3-PAY	\$481 ⁶⁷	\$765 ⁰⁰	\$1,530 ⁰⁰		\$2,141 ⁶⁷	\$3,060 ⁰⁰	\$3,443 ³³	\$4,590 ⁰⁰	\$6,885 ⁰⁰	\$9,180 ⁰⁰	\$19,125 ⁰⁰	\$38,250 ⁰⁰	\$45,900 ⁰⁰
			5-PAY	\$289 ⁰⁰	\$459 ⁰⁰	\$918 ⁰⁰		\$1,285 ⁰⁰	\$1,836 ⁰⁰	\$2,066 ⁰⁰	\$2,754 ⁰⁰	\$4,131 ⁰⁰	\$5,508 ⁰⁰	\$11,475 ⁰⁰	\$22,950 ⁰⁰	\$27,540 ⁰⁰
FCO	MLB EXTRA INNINGS SM	NEW CUSTOMERS (Acquisition ¹)	1-PAY	\$583 ⁷⁹	\$779 ⁷⁹	\$1,090 ⁵⁹	\$1,558 ³⁹	\$2,000 ⁰⁰	\$2,240 ⁰⁰	\$2,560 ⁰⁰		\$3,360 ⁰⁰	\$4,400 ⁰⁰	\$5,600 ⁰⁰	\$8,000 ⁰⁰	
			3-PAY	\$194 ⁶⁰	\$259 ⁹³	\$363 ⁵³	\$519 ⁴⁶	\$666 ⁶⁷	\$746 ⁶⁷	\$853 ³³		\$1,120 ⁰⁰	\$1,466 ⁶⁷	\$1,866 ⁶⁷	\$2,666 ⁶⁷	
			5-PAY	\$116 ⁷⁶	\$155 ⁵⁶	\$218 ¹²	\$311 ⁶⁸	\$400 ⁰⁰	\$448 ⁰⁰	\$512 ⁰⁰		\$672 ⁰⁰	\$880 ⁰⁰	\$1,120 ⁰⁰	\$1,600 ⁰⁰	
		EXISTING CUSTOMERS (Renewal ³)	1-PAY	\$833 ⁹⁹	\$1,113 ⁹⁹	\$1,557 ⁹⁹	\$1,947 ⁹⁹	\$2,500 ⁰⁰	\$2,800 ⁰⁰	\$3,200 ⁰⁰		\$4,200 ⁰⁰	\$5,500 ⁰⁰	\$7,000 ⁰⁰	\$10,000 ⁰⁰	
			3-PAY	\$278 ⁰⁰	\$371 ³³	\$519 ³³	\$649 ³³	\$833 ³³	\$933 ³³	\$1,066 ⁶⁷		\$1,400 ⁰⁰	\$1,833 ³³	\$2,333 ³³	\$3,333 ³³	
			5-PAY	\$166 ⁸⁰	\$222 ⁸⁰	\$311 ⁶⁰	\$389 ⁶⁰	\$500 ⁰⁰	\$560 ⁰⁰	\$640 ⁰⁰		\$840 ⁰⁰	\$1,100 ⁰⁰	\$1,400 ⁰⁰	\$2,000 ⁰⁰	
FCO	ESPN GAMEPLAN	NEW CUSTOMERS (Acquisition ¹)	1-PAY	\$394 ⁹⁸		\$946 ⁹⁸		\$1,639 ⁹⁸		\$1,955 ⁹⁷		\$2,902 ⁹⁸	\$3,786 ⁹⁹	\$4,746 ⁹⁹		
			3-PAY	\$131 ⁶⁶		\$315 ⁶⁶		\$546 ⁶⁶		\$651 ⁹⁹		\$967 ⁶⁶	\$1,262 ³³	\$1,582 ³³		
		EXISTING CUSTOMERS (Renewal ³)	1-PAY	\$630 ⁹⁹		\$1,556 ⁹⁷		\$1,925 ⁹⁷		\$2,301 ⁹⁹		\$3,413 ⁹⁷	\$4,342 ⁹⁸	\$5,585 ⁹⁷		
			3-PAY	\$210 ³³		\$518 ⁹⁹		\$641 ⁹⁹		\$767 ³³		\$1,137 ⁹⁹	\$1,447 ⁶⁶	\$1,861 ⁹⁹		
FOX SOCCER PLUS	NEW AND EXISTING CUSTOMERS	MONTHLY	\$100 ⁰⁰	\$150 ⁰⁰	\$200 ⁰⁰		\$250 ⁰⁰				\$300 ⁰⁰					
MLS DIRECT KICK TM			\$99 ⁹⁹													

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
NFL SUNDAY TICKET (3-Pay and 5-Pay options also available)	NEW CUSTOMERS (Acquisition ¹)	\$441 ⁷⁹	\$352 ⁵⁴
	EXISTING CUSTOMERS (Renewal ³)	\$495 ⁰⁰	\$395 ⁰⁰
MLB EXTRA INNINGS SM (3-Pay and 5-Pay options also available)	NEW CUSTOMERS (Acquisition ¹)	\$525 ⁰⁰	\$252 ⁰⁰
	EXISTING CUSTOMERS (Renewal ³)	\$750 ⁰⁰	\$252 ⁰⁰
ESPN GamePlan (3-Pay option also available!)	NEW CUSTOMERS (Acquisition ¹)	N/A	N/A
	EXISTING CUSTOMERS (Renewal ³)	\$141 ⁹⁹	\$141 ⁹⁹
SPORTS CHOICE [®]	NEW & EXISTING CUSTOMERS	N/A	\$239 ⁸⁸ /yr.
FOX SOCCER PLUS	NEW & EXISTING CUSTOMERS	\$100 ⁰⁰ /mo.	\$100 ⁰⁰ /mo.
MLS DIRECT KICK TM	NEW & EXISTING CUSTOMERS	\$99 ⁹⁹	\$99 ⁹⁹

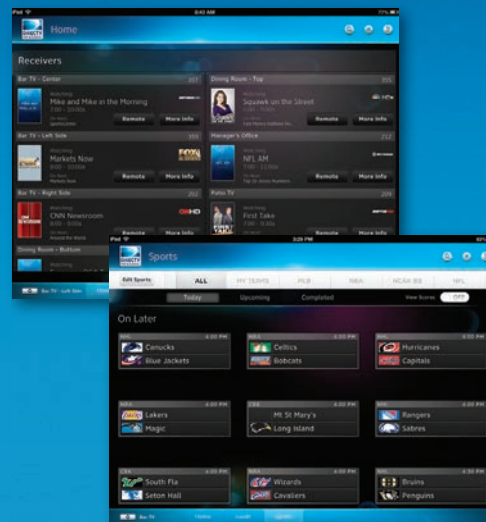


For full Sports Mix functionality, a D10 (or later model) interactive DIRECTV Receiver is required. Access to channels depends on programming package.

8 Pricing is based on either Fire Code Occupancy (FCO) or Estimated Viewing Occupancy (EVO). 1 Any new DIRECTV customer qualifies. 2 Any existing customer who did not take this sports package in the previous season. 3 Any existing customer who did take this sports package in the previous season. Eli Manning: James Michelfelder+Therese Sommerseth.

DIRECTV™ iPad® App

Now available for Public, Business and Private Viewing customers



Customers can now control all of their business's DIRECTV Receivers from just one iPad®!

- **Quickly identify** receivers with custom names.
- **See what's playing** on all your TVs from one screen.
- **Channel surf** using the DIRECTV programming guide.
- **View** all current and upcoming sports schedules.
- **Requirements:**
 - ✓ Available to Public, Business and Private Viewing types
 - ✓ Compatible with all programming packages
 - ✓ Internet connectivity required (Internet Connection Kit)

FREE

The app is FREE to download in the App Store on iTunes:

DIRECTV™ iPad® App

Once downloaded, register your DIRECTV Business Account on directv.com/apps.

