

THE SPRING OFFERS

EFFECTIVE 2/09/10 - 5/03/10

UP TO \$29 OFF
for 12 months
with National Online Rebate Offer, enrollment in Auto Bill Pay program and consent to receive email

3 FREE MONTHS
starz SHOWTIME
with CHOICE XTRA™ and above

FREE LEASE UPGRADE
to a DVR, HD Receiver or HD DVR
with CHOICE XTRA™ and above

| | THE FAMILY™ PACKAGE | THE CHOICE™ PACKAGE | THE CHOICE XTRA™ PACKAGE | THE CHOICE ULTIMATE™ PACKAGE | THE PREMIER™ PACKAGE |
|---|---|---|--|--|--|
| REGULAR PRICING | \$29.99/mo. Over 50 Channels | \$58.99/mo. Over 150 Channels | \$63.99/mo. Over 210 Channels | \$68.99/mo. Over 225 Channels Including 11 premium movie channels | \$114.99/mo. Over 285 Channels |
| SPRING OFFER | EVERYDAY LOW PRICE \$29.99/mo. | SAVE OVER \$385 \$29.99/mo. for 12 months after rebates** 3 FREE MONTHS starz SHOWTIME <small>Premiums roll to \$12.99/mo. at month 4</small> | SAVE OVER \$615 \$34.99/mo. for 12 months after rebates** 3 FREE MONTHS starz SHOWTIME <small>Premiums roll to \$24/mo. at month 4</small> | SAVE OVER \$615 \$39.99/mo. for 12 months after rebates** 3 FREE MONTHS starz SHOWTIME <small>Premiums roll to \$24/mo. at month 4</small> | SAVE OVER \$615 \$85.99/mo. for 12 months after rebates** 3 FREE MONTHS starz SHOWTIME <small>\$24/mo. credit for 3 months</small> |
| HD ACCESS, DVR SERVICE AND RECEIVERS | Add DVR Service for just \$7.00/mo. Add HD Access for just \$10.00/mo. EQUIPMENT FEES SD Receiver: \$69 DVR: \$99 HD Receiver: \$99 HD DVR: \$199 LEASE FEE \$5.00/mo. Lease Fee required for 2nd and each additional receiver Up to 4 SD Receivers with no Equipment Fee** | | | | |
| | No hardware rebates available | No hardware rebates available | AFTER INSTANT REBATE, GET A FREE LEASE UPGRADE TO A DVR, HD RECEIVER OR HD DVR*** | AFTER INSTANT REBATE, GET A FREE LEASE UPGRADE TO A DVR, HD RECEIVER OR HD DVR*** | AFTER INSTANT REBATE, GET A FREE LEASE UPGRADE TO A DVR, HD RECEIVER OR HD DVR*** |
| PREMIUM CHANNELS | ADD PREMIUMS 1 - \$12.99 (\$14.99 if HBO) 2 - \$28 (\$26 if HBO) 3 - \$34 (\$36 if HBO) 4 - \$42 (\$44 if HBO) 5 - \$51 | ADD PREMIUMS 1 - \$12.99 (\$14.99 if HBO) 2 - \$24 (\$26 if HBO) 3 - \$34 (\$36 if HBO) 4 - \$42 (\$44 if HBO) 5 - \$51 | ADD PREMIUMS 1 - \$12.99 (\$14.99 if HBO) 2 - \$24 (\$26 if HBO) 3 - \$34 (\$36 if HBO) 4 - \$42 (\$44 if HBO) 5 - GET PREMIER** | ADD PREMIUMS 1 - \$12.99 (\$14.99 if HBO) 2 - \$24 (\$26 if HBO) 3 - \$34 (\$36 if HBO) 4 - \$42 (\$44 if HBO) 5 - GET PREMIER** | PREMIUMS INCLUDED HBO starz SHOWTIME cine |



SIMPLE TIP TO ENSURE CUSTOMER SATISFACTION

Remind customers to submit their rebate online before installation to receive the rebate on their first bill

Line includes a \$2.48 bill credit for 12 months after rebate, plus an additional \$5 with online rebate, enrollment in Auto Bill Pay program and consent to email alerts required. **Up to two standard receivers with no equipment fee for fee paid customers. \$5 lease fee waived for 1st receiver but required for second and each additional receiver. DVR Service (\$7.00/mo.) required for DVR or HD DVR lease. HD Access fee (\$10.00/mo.) required for HD or HD DVR lease. ***Advanced product instant rebate available for fee paid customers only, with qualifying lease package. Programming, prices, terms and conditions subject to change at any time. Applicable use tax adjustment may apply on the retail value of the installation. LIMIT TWO ADVANCED EQUIPMENT SALES PER DIRECTV ACCOUNT. See page 22 for full offer details.