

SPRING OFFER

Effective 2.6.14–5.21.14



COMMERCIAL SALES GUIDE PRIVATE PUBLIC BUSINESS **SPRING OFFER**

DIRECTV

THE PERFECT FIT FOR EVERY BUSINESS

OFFER HIGHLIGHTS



SPANISH A LA CARTE PACKAGES AVAILABLE

AMÉRICAS PLUS,[™] MÉXICO PLUS[™] and DIRECTV[®] DEPORTES. ▶ *See page 7*



UP TO 4 FREE HD RECEIVERS

for Business/Private and Public Viewing Customers with activation of BUSINESS INFORMATION[®] or above. ▶ *See pages 5 & 6*

PACK THE HOUSE AND SAVE

with midseason offers on NBA LEAGUE PASS and NHL[®] CENTER ICE.[®] ▶ *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).
- Costs will vary by item and 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^{®2} and Android,^{TM3} 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 can easily be corrected 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.



Your customers will pack the house with these midseason offers from **DIRECTV**.

Courtside seats to the most live NBA action.

NBA LEAGUE PASS

SEE PAGE 8 FOR FULL PRICING

- Up to **40** out-of-market games every week—that's up to 10 games a night.¹
- Up to **99%** of games in HD.²
- **FREE Promotional Kit** – Everything your customer needs to drive traffic, grow their business and brand themselves an NBA headquarters.



Midseason Offer
PACKAGES starting at
~~\$499.00~~ **\$249.50**
 1-PAY OPTION

Your customers will get all the shots they can handle.



SEE PAGE 8 FOR FULL PRICING

- Get up to **40** out-of-market games per week.¹
- **Most** games in HD.²
- **FREE Promotional Kit** – Everything your customer needs to drive traffic and grow their business.



Midseason Offer
PACKAGES starting at
~~\$749.00~~ **\$375.00**
 1-PAY OPTION

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 **NHL® CENTER ICE®** and **NBA LEAGUE PASS**.

- 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 **NHL® CENTER ICE®** and **NBA LEAGUE PASS** that no one can say no to.

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



EXAMPLE (2 person check average)		TRY IT YOURSELF (enter a check average)	
NFL Sunday Ticket	= \$12.00	NFL Sunday Ticket	= <input type="text" value="12.00"/>
3 Burgers @ \$5.99 each	= \$17.97	Food	= <input type="text" value="15.95"/>
4 Beers @ \$2.50 each	= \$10.00	Beverage	= <input type="text" value="15.95"/>
1 House Beer @ 3.50 each	= \$3.50		
TOTAL SALES	= \$33.47	TOTAL SALES	= \$30.90
F&B PERCENTAGE	= 35%	F&B PERCENTAGE	= <input type="text" value="35"/>
F&B COST	= (\$10.32)	F&B COST	= (\$10.32)
GROSS PROFIT	= \$23.15	GROSS PROFIT	= \$20.58
INCREMENTAL WEEKLY FANS	= 60	INCREMENTAL WEEKLY FANS	= <input type="text" value="60"/>
SUBTOTAL INCREMENTAL WEEKLY PROFITS	= \$1,149.00	SUBTOTAL INCREMENTAL WEEKLY PROFITS	= \$1,149.00
WEEKLY COST	= (\$85.00)	WEEKLY COST	= (\$85.00)
TOTAL WEEKLY PROFITS	= \$1,064.00	TOTAL WEEKLY PROFITS	= \$1,064.00
17 WEEK PROGRAM	= 17	17 WEEK PROGRAM	= 17
TOTAL INCREMENTAL PROFIT	= \$18,096.20	TOTAL INCREMENTAL PROFIT	= \$18,096.20

NBA LEAGUE PASS OFFER: New DIRECTV Commercial customers only. To receive NBA LEAGUE PASS midseason, a subscription to a Commercial base programming package is required. Programming charges based on Fire Code Occupancy (FCO). Customers must order by 3/17/14 and activate by 4/16/14 to be eligible for one payment of \$249.50 or above with the 1-Pay option. Games broadcast on NBA LEAGUE PASS are out of market. Actual number of games varies by market. NBA, the NBA logo and team identifications are the exclusive intellectual property of NBA Properties, Inc., and the respective member teams. **NHL CENTER ICE OFFER:** To receive NHL CENTER ICE midseason, a subscription to a Commercial base programming package is required. Programming charges based on Estimated Viewing Occupancy (EVO). Customers must order by 3/13/14 and activate by 4/13/14 to be eligible for one payment of \$375.00 or above with the 1-Pay option. NHL, the NHL Shield and Center Ice name and logo are registered trademarks and The Game Lives Where You Do is a trademark of the National Hockey League, NHL and NHL team marks are the property of the NHL and its teams. ©NHL 2014. All rights reserved. **LIMIT ONE (1) NBA LEAGUE PASS AND/OR ONE (1) NHL CENTER ICE BILL CREDIT PROMOTIONAL OFFER PER ACCOUNT.** NBA LEAGUE PASS and/or NHL CENTER ICE subscription(s) continue automatically each season, provided DIRECTV carries this service, unless the customer calls 1-877-561-3257 to cancel prior to the start of the season. Offer void where prohibited or restricted. Pricing is Commercial. Taxes not included. Programming, pricing, terms and conditions subject to change at any time. Receipt of DIRECTV programming subject to terms of DIRECTV Commercial Customer Viewing Agreement; copy provided with new customer information packet. Issac Baldizon/NBAE/Getty Images. Bill Wipperfli/NHL/Getty Images. ©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. 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.

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



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.

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	\$48⁹⁹ / MO.	\$67 ⁹⁹ / MO.	\$89⁹⁹ / MO.	\$133⁹⁹ / MO.	N/A
	51-100		\$79 ⁹⁹ / MO.			\$294 ⁹⁹ / MO.
	101-150		\$93 ⁹⁹ / MO.	EVO OVER 100? GET COMMERCIAL CHOICE® PLUS! →		\$345 ⁹⁹ / MO.
	151-200		\$113 ⁹⁹ / MO.			\$397 ⁹⁹ / MO.
	201-500		\$128 ⁹⁹ / MO.			\$425 ⁹⁹ / MO.
	501-1000		\$148 ⁹⁹ / MO.			\$456 ⁹⁹ / MO.
	1001-2000		\$182 ⁹⁹ / MO.			\$493 ⁹⁹ / MO.
2001+	\$210 ⁹⁹ / MO.					
SPRING OFFER (Valid through 5/21/14)		-\$9/mo.: For 12 months -\$10/mo.: For 12 months with enrollment in Auto Bill Pay² \$29⁹⁹ / MO. For 12 months with Auto Bill Pay enrollment and 24-month agreement	-\$3/mo.: For 12 months -\$5/mo.: For 12 months with enrollment in Auto Bill Pay² Starting at \$59⁹⁹ / 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 \$62⁹⁹ / 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 \$39⁹⁹ / MO. OR -\$39/mo.: For 12 months -\$10/mo.: For 12 months with enrollment in Auto Bill Pay² \$84⁹⁹ / MO. For 3 mos. with Auto Bill Pay enrollment and 24-month agreement OR For 12 mos. with Auto Bill Pay enrollment and 24-month agreement	-\$75/mo.: For 12 months -\$10/mo.: For 12 months with enrollment in Auto Bill Pay² Starting at \$209⁹⁹ / MO. For 12 months with Auto Bill Pay enrollment and 24-month agreement
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®)	
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						
NO-CONTRACT OPTION <ul style="list-style-type: none"> ▪ Retail Pricing Only ▪ Up to 2 FREE SD Receivers (1 SD Receiver for SonicTap® Audio only) ▪ Standard Installation Fee of \$199 						

PUBLIC VIEWING

Offers end 5/21/14; 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. 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.

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 SPRING OFFER (Valid through 5/21/14)	\$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 SPRING OFFER (Valid through 5/21/14) 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: HD ACCESS SAVE \$45 ³ (Rolls to \$15/mo. at month 4) SonicTap® MUSIC CHANNELS SAVE OVER \$100⁴ (Rolls to \$35.99/mo. at month 4) PRIVATE VIEWING ALSO INCLUDES: starz SAVE OVER \$50 ² (Rolls to \$17.99/mo. at month 4) SHOWTIME SAVE OVER \$50 ² (Rolls to \$17.99/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		<ul style="list-style-type: none"> 1ST RECEIVER: FREE 2ND – 9TH RECEIVER: \$6 EACH 10TH – 21ST RECEIVER: \$3 EACH 22ND+ RECEIVER: \$1 EACH 		
ADDITIONAL RECEIVER FEES – PRIVATE VIEWING		<ul style="list-style-type: none"> 1ST RECEIVER: FREE 2ND 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

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

Offers end 5/21/14; 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 service(s): 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. 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 AND \$720 FOR 36-MONTH CONTRACT. LIMIT ONE BILL CREDIT OFFER PER ACCOUNT. In certain markets, programming/pricing may vary. 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. 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 four free receivers. New BUSINESS CHOICE, BUSINESS ENTERTAINMENT and BUSINESS INFORMATION Private Viewing customers are eligible for any combination of up to four HD and two SD DVR Receivers, or four SD Receivers, for a total of 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. 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.

International A La Carte Packages

	IN-LANGUAGE PUBLIC VIEWING PACKAGE EVO 1-100	COMERCIAL MÁS ULTRA™ PACK* Access to over 120 Channels	COMMERCIAL BASIC™*** with International Add-On¹ 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 SPRING OFFER <small>(Valid through 5/21/14)</small>		– \$27/mo.: For 12 months – \$10/mo.: For 12 months with enrollment in Auto Bill Pay²	– \$5/mo.: For 12 months with enrollment in Auto Bill Pay²
		\$62⁹⁹ MO.	\$18⁹⁹ MO.
PREMIUMS/ADVANCED SERVICES		FREE FOR 3 MONTHS: HD ACCESS⁴ SONICTAP® MUSIC CHANNELS⁵	FREE FOR 3 MONTHS: HD ACCESS⁴ SONICTAP® MUSIC CHANNELS⁵ STARZ (Private Viewing Only)⁶ SHOWTIME (Private Viewing Only)⁶
HARDWARE	UP TO 4 FREE RECEIVERS⁷ <small>(Up to 2 HD or 4 SD) Cost for additional receivers: SD: \$69 HD: \$99</small>		
STANDARD INSTALLATION	\$49 <small>Complex/custom installation extra</small>		

	IN-LANGUAGE PUBLIC VIEWING PACKAGE	COMERCIAL MÁS ULTRA™ PACK Access to over 120 Channels	COMMERCIAL BASIC™ with International Add-On¹ Access to over 30 Channels
NO CONTRACT OPTION			
REGULAR PRICE		\$99⁹⁹ MO.	\$23⁹⁹ MO.
HARDWARE	UP TO 2 FREE SD RECEIVERS <small>Cost for additional receivers: SD: \$69 SD DVR or HD: \$99 HD DVR: \$199</small>		
STANDARD INSTALLATION	\$199 <small>Complex/custom installation extra</small>		

WorldDirect® A La Carte Packages³

	PUBLIC VIEWING	BUSINESS/PRIVATE VIEWING
CHINESE ChineseDirect™ CTI Zhong Tian, CCTV-4, Phoenix National America, Charming China, Tai Seng Entertainment, CCTV News, NBA TV, MLB Network, beIN SPORT, 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, Tai Seng Sat 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), GEMNET	\$42.99/mo.	\$37.99/mo.
TFCDirect™ The Filipino Channel, ABS-CBN News Channel, Cinema One Global, MYX, DZMM (radio), GEMNET, 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 Russia Worldwide (C1RW), Dom Kino, Muzyka Pervogo, Carousel, Vremya	\$39.99/mo.	\$34.99/mo.
RussianDirect™ II Channel One Russia Worldwide (C1RW), Dom Kino, Muzyka 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.
SOUTH ASIAN DISHA India A La Carte DISHA India	\$24.99/mo.	\$19.99/mo.
HindiDirect™ MTV India, FILMY, DISHA India, Willow Cricket A La Carte, UTV Movies International	\$28.99/mo.	\$25.99/mo.
VIETNAMESE VietDirect™ VHN VHN-TV, SBTN, Little Saigon Radio, HONVIET, Tai Seng Vietnam, Viên Thao, Vietface TV, TViet Network	\$29.99/mo.	\$24.99/mo.

Spanish A La Carte Packages⁴

	PUBLIC VIEWING	BUSINESS/PRIVATE VIEWING
EN ESPAÑOL Univision West, Mega TV, Telemundo East, Telemundo West, UniMás, TV Venezuela, mun2, Telefe, Mexicana, Discovery en Español, WAPA, Regional Music TV, TV Colombia, Caracol TV, NTN24, CNN en Español, TV México, Cine Estelar, Cine Latino, FOX Deportes, beIN SPORT en Español, TyC Sports, Centro America TV, TeleCentro, Perú Mágico, ESPN Deportes, TV Dominicana, Discovery Familia, TV Chile Int'l, Ecuavisa, SUR Perú, Azteca América, HISTORY en Español, Pasiones, MTV Tres, México 22, TVE Internacional, Cine Nostalgia, Customer Information Channel, Nat Geo Mundo, ONCE TV México, FOX Life, GoTV, Univision Deportes, TLNoveles, FOROtv, De Película, De Película Clásico, Bandamax, Viendemovies	\$54.99/mo.	\$44.99/mo.
AMÉRICAS PLUS™ Caracol TV, Cine Estelar, Cine Latino, Cine Nostalgia, Discovery en Español, Discovery Familia, Ecuador TV, Ecuavisa Internacional, Mega TV, mun2, Perú Mágico, Regional Music TV, SUR Perú, TeleCentro, Telefe Internacional, Telemundo, Television Espanola Internacional, TV Chile Internacional, TV Colombia, TV Dominicana, TV Venezuela, UniMás, WAPA America	\$24.99/mo.	\$24.99/mo.
MÉXICO PLUS™ Azteca América, Cine Estelar, Cine Nostalgia, Discovery en Español, Discovery Familia, Mega TV, Mexicana, México22, TV México, MTV Tr3s: MTV, Musica y Mas, mun2, Regional Music TV, TeleCentro, Telemundo, TV Dominicana, UniMás	\$24.99/mo.	\$24.99/mo.
DIRECTV® DEPORTES beIN SPORT en Español, ESPN Deportes, GoTV, TyC Sports, Univision Deportes	\$24.99/mo.	\$24.99/mo.

Add any of these packages above onto any base programming package. ⁴Public 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. AMERICAS PLUS, MEXICO PLUS and DIRECTV DEPORTES all qualify as an International A La Carte Package.

Offers end 5/21/14; 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. *COMERCIAL MÁS ULTRA PACK BILL CREDIT OFFER: New Public Viewing customers only. Pricing for COMERCIAL MÁS ULTRA PACK based on Estimated Viewing Occupancy (EVO) 1-100 only. COMERCIAL MÁS ULTRA PACK (regularly \$99.99/mo.) includes local channels, COMERCIAL 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 COMERCIAL MÁS ULTRA PACK with local channels (if available in your market) required. Upon DIRECTV System activation and beginning in the second month, DIRECTV will credit the new COMERCIAL MÁS ULTRA PACK customer's account \$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 SONICTAP MUSIC CHANNELS OFFER: 24-month agreement to a Commercial base programming package required. Upon DIRECTV System activation, DIRECTV will credit the new customer's account \$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 COMERCIAL MÁS ULTRA PACK, COMERCIAL 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	5,001-10,000	10,001+
FCO	NFL SUNDAY TICKET EARLY-BIRD PRICING AVAILABLE Must order by 5/21/14	NEW CUSTOMERS (Acquisition ¹)	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
			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
		EXISTING CUSTOMERS (Renewal ²)	1-PAY	\$1,285 ⁰⁰	\$1,841 ⁰⁰	\$3,866 ⁰⁰	\$5,384 ⁰⁰	\$7,222 ⁰⁰	\$8,049 ⁰⁰	\$10,578 ⁰⁰	\$16,097 ⁰⁰	\$21,155 ⁰⁰	\$43,225 ⁰⁰	\$86,446 ⁰⁰	N/A
			5-PAY	\$257 ⁰⁰	\$368 ²⁰	\$773 ²⁰	\$1,076 ⁸⁰	\$1,444 ⁴⁰	\$1,609 ⁸⁰	\$2,115 ⁶⁰	\$3,219 ⁴⁰	\$4,231 ⁰⁰	\$8,645 ⁰⁰	\$17,289 ²⁰	\$20,780 ⁰⁰
		EXISTING CUSTOMERS (Upgrade ³)	5-PAY	\$216 ⁷⁵	\$344 ²⁵	\$688 ⁵⁰	\$963 ⁷⁵	\$1,377 ⁰⁰	\$1,549 ⁵⁰	\$2,065 ⁵⁰	\$3,098 ²⁵	\$4,131 ⁰⁰	\$8,606 ²⁵	\$17,212 ⁵⁰	\$20,655 ⁰⁰
FCO	NBA LEAGUE PASS Midseason Offer Must order by 3/17/14	NEW AND EXISTING CUSTOMERS (Acquisition ¹ and Upgrade ³)	1-PAY	\$249 ⁵⁰	\$404 ⁹⁹	\$634 ¹¹	\$827 ⁹¹	\$1,274 ⁹⁹	\$1,402 ⁴⁹	\$1,636 ²⁴	\$2,174 ¹⁴	\$3,435 ⁹¹	\$4,863 ⁰⁵	\$7,722 ²⁴	
FCO	ESPN FULL COURT Must order by 2/18/14	NEW CUSTOMERS (Acquisition ¹)	1-PAY	\$472 ⁷⁴	\$787 ⁹²	\$1,011 ⁷¹	\$1,181 ⁹¹	\$1,575 ⁸⁹	\$1,875 ³²	\$2,048 ⁶⁸					
EVO	NHL® CENTER ICE® Midseason Offer Must order by 3/13/14	NEW AND EXISTING CUSTOMERS (Acquisition ¹ and Upgrade ³)	1-PAY	\$375 ⁰⁰	\$485 ⁰⁰	\$590 ⁰⁰	\$750 ⁰⁰	\$830 ⁰⁰	\$990 ⁰⁰	\$1,230 ⁰⁰					
		CASINO NEW CUSTOMERS (Acquisition ¹)	1-PAY	\$1,495 ⁰⁰											
		CASINO EXISTING CUSTOMERS (Upgrade ³)	1-PAY	\$1,495 ⁰⁰											
FOX SOCCER PLUS	NEW AND EXISTING CUSTOMERS	MONTHLY	\$100 ⁰⁰	\$150 ⁰⁰	\$200 ⁰⁰	\$250 ⁰⁰	\$300 ⁰⁰								
MLS DIRECT KICK™			\$99 ⁰⁰												

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 Must order by 5/21/14	NEW CUSTOMERS (Acquisition ¹)	\$495 ⁰⁰	\$395 ⁰⁰
	EXISTING CUSTOMERS (Renewal ²)	\$475 ⁰⁰	\$380 ⁰⁰
	EXISTING CUSTOMERS (Upgrade ³)	\$74 ²⁵	\$59 ²⁵
NBA LEAGUE PASS Midseason Offer Must order by 3/17/14	NEW CUSTOMERS (Acquisition ¹)	\$99 ⁹⁹	\$99 ⁹⁹
	EXISTING CUSTOMERS (Renewal ²)	\$99 ⁹⁹	\$99 ⁹⁹
ESPN FULL COURT Must order by 2/18/14	NEW CUSTOMERS (Acquisition ¹)	N/A	N/A
	EXISTING CUSTOMERS (Renewal ²) available until 3/20/14	\$119 ⁷⁷	\$119 ⁷⁷
NHL® CENTER ICE® Midseason Offer Must order by 3/13/14	NEW CUSTOMERS (Acquisition ¹)	\$125 ⁰⁰	\$125 ⁰⁰
	EXISTING CUSTOMERS (Renewal ²)	\$125 ⁰⁰	\$125 ⁰⁰
SPORTS CHOICE®	NEW & EXISTING CUSTOMERS	N/A	\$239 ⁹⁸ /yr.
FOX SOCCER PLUS	NEW & EXISTING CUSTOMERS	\$100 ⁰⁰ /mo.	\$100 ⁰⁰ /mo.
MLS DIRECT KICK™	NEW & EXISTING CUSTOMERS	\$99 ⁹⁹ /mo.	\$99 ⁹⁹ /mo.

All Business/Private Viewing prices listed above are 1-Pay options, except NFL SUNDAY TICKET existing customers upgrade, available only as 5-Pay.

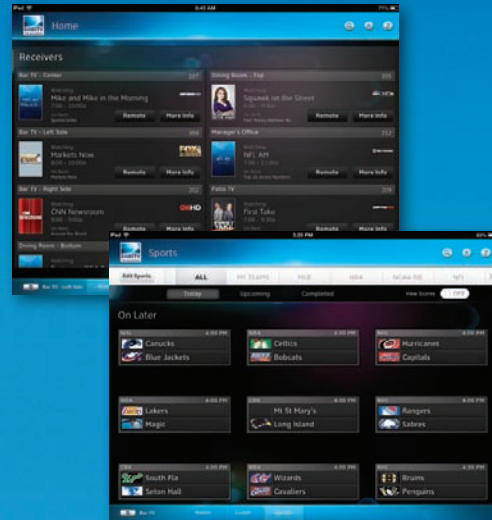


For full Sports Mix functionality, a D10 (or later model) interactive DIRECTV Receiver is required. Access to channels depends on programming package.

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.

Certain remote control functions require a standard DIRECTV remote. iPad® remote control functionality requires an Internet or Wi-Fi connection and is limited to the range of network. Internet access and directv.com login required. Internet connections may vary. Only available on certain Internet-connected receivers. Visit directv.com/apps for complete details. Remote connections may vary. Charges may apply for an Internet Connection Kit and installation. Requires DIRECTV Plus HD DVR (models HR20, HR21, HR22, HR23, HR24), DIRECTV Plus DVR (model R22) or DIRECTV HD Receiver (models H21, H23, H24, H25) connected to broadband. DIRECTV Receiver(s) and the iPad® must be connected to the same network. iPad® is a registered trademark of Apple Inc.

