

# NFL SUNDAY TICKET EARLY BIRD PRICING OFFER

Effective 1/1/13 - 3/31/13



## START OFF THE NEW YEAR RIGHT WITH EVEN MORE NFL SUNDAY TICKET!

Effective 1/1/13, customers are eligible to lock in 2012 pricing for 2013 with the NFL SUNDAY TICKET Early Bird Pricing Offer. Don't let your new and existing customers get away without these fantastic rates for the 2013 NFL Season, only available for a limited time!

## KEY DATES FOR NFL SUNDAY TICKET EARLY BIRD PRICING

**Season Dates:** 9/8/13 — 12/29/13 (tentative)  
**1-, 3- and 5-Pay Offers Available for Sales:** 1/1/13 — 3/31/13 (Must activate by 4/30/13)

Customers must submit FCO documentation (if applicable) by 4/30/13 to lock in Early Bird Rates.



## 2013 EARLY BIRD SEASON PRICING

NFL SUNDAY TICKET Early Bird Pricing	Promotional Rate <sup>1</sup> (New Commercial Customers)			Upgrade Rate <sup>2</sup> (Existing Commercial Customers)			Renewal Rate <sup>3</sup> (Existing Commercial Customers)		
	1-Pay	3-Pay	5-Pay	1-Pay	3-Pay	5-Pay	1-Pay	3-Pay	5-Pay
<b>Public Viewing (based on FCO)</b>									
1-50	\$1,445.00	\$481.66	\$289.00	\$1,083.75	\$361.25	\$216.75	\$1,145.00	\$381.66	\$229.00
51-100	\$2,295.00	\$765.00	\$459.00	\$1,721.25	\$573.75	\$344.25	\$1,445.00	\$481.66	\$289.00
101-200	\$4,590.00	\$1,530.00	\$918.00	\$3,442.50	\$1,147.50	\$688.50	\$3,235.00	\$1,078.33	\$647.00
201-350	\$6,425.00	\$2,141.66	\$1,285.00	\$4,818.75	\$1,606.25	\$963.75	\$4,475.00	\$1,491.66	\$895.00
351-500	\$9,180.00	\$3,060.00	\$1,836.00	\$6,885.00	\$2,295.00	\$1,377.00	\$5,505.00	\$1,835.00	\$1,101.00
501-750	\$10,330.00	\$3,443.33	\$2,066.00	\$7,747.50	\$2,582.50	\$1,549.50	\$6,055.00	\$2,018.33	\$1,211.00
751-1,000	\$13,770.00	\$4,590.00	\$2,754.00	\$10,327.50	\$3,442.50	\$2,065.50	\$7,785.00	\$2,595.00	\$1,557.00
1,001-1,500	\$20,655.00	\$6,885.00	\$4,131.00	\$15,491.25	\$5,163.75	\$3,098.25	\$12,110.00	\$4,036.66	\$2,422.00
1,501-2,000	\$27,540.00	\$9,180.00	\$5,508.00	\$20,655.00	\$6,885.00	\$4,131.00	\$15,570.00	\$5,190.00	\$3,114.00
2,001-5,000	\$57,375.00	\$19,125.00	\$11,475.00	\$43,031.25	\$14,343.75	\$8,606.25	\$30,845.00	\$10,281.66	\$6,169.00
5,001-10,000	N/A	\$38,250.00	\$22,950.00	\$86,062.50	\$28,687.50	\$17,212.50	\$61,680.00	\$20,560.00	\$12,336.00
10,001+	N/A	\$45,900.00	\$27,540.00	N/A	\$34,425.00	\$20,655.00	\$74,325.00	\$24,775.00	\$14,865.00
<b>BUSINESS VIEWING</b>	\$495.00	\$165.00	\$99.00	\$371.25	\$123.75	\$74.25	\$440.00	\$146.66	\$88.00
<b>PRIVATE VIEWING</b>	\$395.00	\$131.66	\$79.00	\$296.25	\$98.75	\$59.25	\$350.00	\$116.66	\$70.00
<b>OIL RIGS</b>	\$395.00	\$131.66	\$79.00	\$296.25	\$98.75	\$59.25	\$350.00	\$116.66	\$70.00
<b>PRIVATE AIRPLANE</b>	\$1,050.00	\$350.00	\$210.00	\$787.50	\$262.50	\$157.50	\$1,050.00	\$350.00	\$210.00
<b>PRIVATE AIRPLANE Additional Receivers</b>	\$69.99	N/A	N/A	\$69.99	N/A	N/A	\$69.99	N/A	N/A

<sup>1</sup> Add package at point of sale. <sup>2</sup> Active DIRECTV customer who did not take package in prior season. <sup>3</sup> Active DIRECTV customer who did take package in prior season. NFL SUNDAY TICKET continues automatically each season at a special renewal rate, provided DIRECTV carries this service, unless customer calls to cancel prior to the start of the season. To receive NFL SUNDAY TICKET, a DIRECTV subscription is required and all DIRECTV Receivers must be continuously connected to the same land-based phone line. Actual number of games varies by market due to blackout rules and other conditions. To access DIRECTV HD programming, a DIRECTV HD Receiver, HD television equipment, and HD Access fee (up to \$25.00/mo.) are required. Some interactive services may require a phone line connection and/or an additional service fee. For full mix channel and interactive functionality, a D10 (or later model) interactive DIRECTV receiver is required. Access to channels depends on programming package.