

WINTER OFFER GRID

EFFECTIVE 10/13/09 – 2/08/10

UP TO \$31 OFF
for 12 months
with National Offer, directv.com account registration
with email consent and AT&T bundle discount

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 PLUS DVR™ PACKAGE	THE PLUS HD DVR™ PACKAGE	THE PREMIER™ PACKAGE																																																												
REGULAR PRICING	\$29⁹⁹ /mo. Over 50 Channels	\$55⁹⁹ /mo. Over 150 Channels	\$60⁹⁹ /mo. Over 200 Channels	\$65⁹⁹ /mo. Over 200 Channels	\$75⁹⁹ /mo. Over 200 Channels	\$109⁹⁹ /mo. Over 265 Channels																																																												
WINTER OFFER	<p>EVERYDAY LOW PRICE</p> <p>\$29⁹⁹ /mo.</p>	<p>SAVE \$21/mo. for 12 mos. after National Offer rebate</p> <p>SAVE \$5/mo. for 12 mos. after directv.com account registration & email consent rebate*</p> <p>SAVE OVER \$350</p> <p>\$29⁹⁹ /mo.</p> <p>For 12 months. Price rolls to \$55.99 at month 13 and beyond</p> <p>3 FREE MONTHS SHOWTIME.</p> <p>(Premium rolls to pay at \$12.99/mo. beginning in month 4. Remind customers to right-size their premium in month 3)</p>	<p>SAVE \$21/mo. for 12 mos. after National Offer rebate</p> <p>SAVE \$5/mo. for 12 mos. after directv.com account registration & email consent rebate*</p> <p>SAVE \$5/mo. with AT&T bundle discount</p> <p>SAVE OVER \$640</p> <p>\$29⁹⁹ /mo.</p> <p>For 12 months including \$5 AT&T bundle discount. Price rolls to \$55.99 at month 13 and beyond with AT&T bundle discount</p> <p>3 FREE MONTHS starz SHOWTIME.</p> <p>(Premiums roll to pay at \$24/mo. beginning in month 4. Remind customers to right-size their premiums in month 3)</p>	<p>SAVE \$21/mo. for 12 mos. after National Offer rebate</p> <p>SAVE \$5/mo. for 12 mos. after directv.com account registration & email consent rebate*</p> <p>SAVE \$5/mo. with AT&T bundle discount</p> <p>SAVE OVER \$540</p> <p>\$34⁹⁹ /mo.</p> <p>For 12 months including \$5 AT&T bundle discount. Price rolls to \$60.99 at month 13 and beyond with AT&T bundle discount</p> <p>3 FREE MONTHS starz SHOWTIME.</p> <p>(Premiums roll to pay at \$24/mo. beginning in month 4. Remind customers to right-size their premiums in month 3)</p>	<p>SAVE \$21/mo. for 12 mos. after National Offer rebate</p> <p>SAVE \$5/mo. for 12 mos. after directv.com account registration & email consent rebate*</p> <p>SAVE \$5/mo. with AT&T bundle discount</p> <p>SAVE OVER \$640</p> <p>\$44⁹⁹ /mo.</p> <p>For 12 months including \$5 AT&T bundle discount. Price rolls to \$70.99 at month 13 and beyond with AT&T bundle discount</p> <p>3 FREE MONTHS starz SHOWTIME.</p> <p>(Premiums roll to pay at \$24/mo. beginning in month 4. Remind customers to right-size their premiums in month 3)</p>	<p>SAVE \$21/mo. for 12 mos. after National Offer rebate</p> <p>SAVE \$5/mo. for 12 mos. after directv.com account registration & email consent rebate*</p> <p>SAVE \$5/mo. with AT&T bundle discount</p> <p>SAVE OVER \$640</p> <p>\$78⁹⁹ /mo.</p> <p>For 12 months including \$5 AT&T bundle discount. Price rolls to \$104.99 at month 13 and beyond with AT&T bundle discount</p> <p>3 FREE MONTHS starz SHOWTIME.</p> <p>(\$24/mo. credit for 3 months)</p>																																																												
HD ACCESS, DVR SERVICE AND RECEIVERS	<p>Add DVR Service for just \$6.00/mo.</p> <p>Add HD Access for just \$10.00/mo.</p> <table border="1"> <thead> <tr> <th>TYPE</th> <th>EQUIPMENT FEE</th> </tr> </thead> <tbody> <tr> <td>SD Receiver</td> <td>\$69</td> </tr> <tr> <td>DVR</td> <td>\$99</td> </tr> <tr> <td>HD Receiver</td> <td>\$99</td> </tr> <tr> <td>HD DVR</td> <td>\$199</td> </tr> </tbody> </table> <p>LEASE FEE</p> <p>\$5.00/mo. lease fee required for 2nd and each additional receiver</p> <p>Up to 4 SD Receivers with no Equipment Fee**</p>	TYPE	EQUIPMENT FEE	SD Receiver	\$69	DVR	\$99	HD Receiver	\$99	HD DVR	\$199	<p>Add DVR Service for just \$6.00/mo.</p> <p>Add HD Access for just \$10.00/mo.</p> <table border="1"> <thead> <tr> <th>TYPE</th> <th>EQUIPMENT FEE</th> </tr> </thead> <tbody> <tr> <td>SD Receiver</td> <td>\$69</td> </tr> <tr> <td>DVR</td> <td>\$99</td> </tr> <tr> <td>HD Receiver</td> <td>\$99</td> </tr> <tr> <td>HD DVR</td> <td>\$199</td> </tr> </tbody> </table> <p>LEASE FEE</p> <p>\$5.00/mo. lease fee required for 2nd and each additional receiver</p> <p>Up to 4 SD Receivers with no Equipment Fee**</p>	TYPE	EQUIPMENT FEE	SD Receiver	\$69	DVR	\$99	HD Receiver	\$99	HD DVR	\$199	<p>Add DVR Service for just \$6.00/mo.</p> <p>Add HD Access for just \$10.00/mo.</p> <table border="1"> <thead> <tr> <th>TYPE</th> <th>EQUIPMENT FEE</th> </tr> </thead> <tbody> <tr> <td>SD Receiver</td> <td>\$69</td> </tr> <tr> <td>DVR</td> <td>\$99</td> </tr> <tr> <td>HD Receiver</td> <td>\$99</td> </tr> <tr> <td>HD DVR</td> <td>\$199</td> </tr> </tbody> </table> <p>LEASE FEE</p> <p>\$5.00/mo. lease fee required for 2nd and each additional receiver</p> <p>Up to 4 SD Receivers with no Equipment Fee**</p>	TYPE	EQUIPMENT FEE	SD Receiver	\$69	DVR	\$99	HD Receiver	\$99	HD DVR	\$199	<p>DVR SERVICE INCLUDED</p> <p>To add HD Access upgrade to PLUS HD DVR™</p> <table border="1"> <thead> <tr> <th>TYPE</th> <th>EQUIPMENT FEE</th> </tr> </thead> <tbody> <tr> <td>SD Receiver</td> <td>\$69</td> </tr> <tr> <td>DVR</td> <td>\$99</td> </tr> <tr> <td>HD Receiver</td> <td>\$99</td> </tr> <tr> <td>HD DVR</td> <td>\$199</td> </tr> </tbody> </table> <p>LEASE FEE</p> <p>\$5.00/mo. lease fee required for 2nd and each additional receiver</p> <p>Up to 4 SD Receivers with no Equipment Fee**</p>	TYPE	EQUIPMENT FEE	SD Receiver	\$69	DVR	\$99	HD Receiver	\$99	HD DVR	\$199	<p>DVR SERVICE INCLUDED</p> <p>HD ACCESS INCLUDED</p> <table border="1"> <thead> <tr> <th>TYPE</th> <th>EQUIPMENT FEE</th> </tr> </thead> <tbody> <tr> <td>SD Receiver</td> <td>\$69</td> </tr> <tr> <td>DVR</td> <td>\$99</td> </tr> <tr> <td>HD Receiver</td> <td>\$99</td> </tr> <tr> <td>HD DVR</td> <td>\$199</td> </tr> </tbody> </table> <p>LEASE FEE</p> <p>\$5.00/mo. lease fee required for 2nd and each additional receiver</p> <p>Up to 4 SD Receivers with no Equipment Fee**</p>	TYPE	EQUIPMENT FEE	SD Receiver	\$69	DVR	\$99	HD Receiver	\$99	HD DVR	\$199	<p>Add DVR Service for just \$6.00/mo.</p> <p>Add HD Access for just \$10.00/mo.</p> <table border="1"> <thead> <tr> <th>TYPE</th> <th>EQUIPMENT FEE</th> </tr> </thead> <tbody> <tr> <td>SD Receiver</td> <td>\$69</td> </tr> <tr> <td>DVR</td> <td>\$99</td> </tr> <tr> <td>HD Receiver</td> <td>\$99</td> </tr> <tr> <td>HD DVR</td> <td>\$199</td> </tr> </tbody> </table> <p>LEASE FEE</p> <p>\$5.00/mo. lease fee required for 2nd and each additional receiver</p> <p>Up to 4 SD Receivers with no Equipment Fee**</p>	TYPE	EQUIPMENT FEE	SD Receiver	\$69	DVR	\$99	HD Receiver	\$99	HD DVR	\$199
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*A valid email address and customer consent to use it for communications and account registration on directv.com is required. **Up to two standard receivers with no equipment fee for high-risk customers. \$5.00/mo. lease fee waived for 1st receiver but required for second and each additional receiver. DVR service (\$6.00/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 non-fee paid customers only, with qualifying base package. Programming, prices, terms and conditions subject to change at any time. LIMIT ONE ADVANCED EQUIPMENT REBATE PER DIRECTV ACCOUNT. See page 20 for full offer details.