

2009 NATIONAL SPRING OFFER

SPRING OFFER GRID

VALID 03/04/09-07/07/09

DIRECTV

SALES DEPT.

FOR SALES PERSONNEL USE ONLY
NOT FOR PUBLICATION OR DISTRIBUTION**\$21 OFF**

for 12 months

w/ National Offer, directv.com
account registration & email consent**3 FREE**

months

HBO starz SHOWTIME

w/ CHOICE XTRA™ and above

**FREE**

DVR, HD Receiver OR HD DVR Upgrade

w/ 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 45 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																																																												
SPRING OFFER	EVERYDAY LOW PRICE \$29⁹⁹ mo.	SAVE \$16/mo. for 12 mos. after National Offer rebate SAVE \$5/mo. for 12 mos. after directv.com account registration & email consent rebate¹ SAVE OVER \$250 \$34⁹⁹ mo. for 12 months after rebate¹	SAVE \$16/mo. for 12 mos. after National Offer rebate SAVE \$5/mo. for 12 mos. after directv.com account registration & email consent rebate¹ SAVE OVER \$350 \$39⁹⁹ mo. for 12 months after rebate¹	SAVE \$16/mo. for 12 mos. after National Offer rebate SAVE \$5/mo. for 12 mos. after directv.com account registration & email consent rebate¹ SAVE OVER \$350 \$44⁹⁹ mo. for 12 months after rebate¹	SAVE \$16/mo. for 12 mos. after National Offer rebate¹ SAVE \$5/mo. for 12 mos. after directv.com account & email bonus rebate¹ SAVE OVER \$350 \$54⁹⁹ mo. for 12 months after rebate¹	SAVE \$16/mo. for 12 mos. after National Offer rebate¹ SAVE \$5/mo. for 12 mos. after directv.com account registration & email consent rebate¹ SAVE OVER \$350 \$88⁹⁹ mo. for 12 months after rebate¹																																																												
		3 FREE MONTHS HBO starz SHOWTIME	3 FREE MONTHS HBO starz SHOWTIME	3 FREE MONTHS HBO starz SHOWTIME	3 FREE MONTHS HBO starz SHOWTIME	3 FREE MONTHS HBO starz SHOWTIME (\$36 credit for 3 months)																																																												
HD ACCESS, DVR SERVICE AND RECEIVERS	Add DVR Service for just \$6.00/mo.	Add DVR Service for just \$6.00/mo.	Add DVR Service for just \$6.00/mo.	DVR SERVICE INCLUDED	DVR SERVICE INCLUDED	Add DVR Service for just \$6.00/mo.																																																												
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No hardware rebates available	No hardware rebates available	AFTER INSTANT REBATE GET A FREE UPGRADE TO A DVR, HD RECEIVER OR HD DVR*	AFTER INSTANT REBATE GET A FREE UPGRADE TO A DVR, HD RECEIVER OR HD DVR*	AFTER INSTANT REBATE GET A FREE UPGRADE TO A DVR, HD RECEIVER OR HD DVR*	AFTER INSTANT REBATE GET A FREE UPGRADE TO A DVR, HD RECEIVER OR HD DVR*																																																													
PREMIUM CHANNELS	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 = \$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™	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 cineMAX SPORTS PACK																																																												

*All prices reflected include a \$16 bill credit for 12 months after online or mail-in rebate, plus an additional \$5 bill credit for 12 months when customer submits rebate online and registers account on directv.com. Valid email address required. **Advanced product instant rebate available for non-fee paid customers only, with qualifying base package. **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 commitment (\$6.00/mo.) required for DVR or HD DVR lease. HD Access fee (\$10.00/mo.) required for HD or HD DVR lease. Programming, prices, terms and conditions subject to change at any time. LIMIT ONE ADVANCED EQUIPMENT REBATE PER DIRECTV ACCOUNT. See back page for full offer details.

INTERNATIONAL OFFER GRID VALID 03/04/09-07/07/09

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- 1 Subscribe to one of the INTERNATIONAL PROGRAMMING base packages or any General Market base package (\$29.99/mo. or above).

- 2 Choose from the language packages below.

PREFERRED CHOICE™

Over 125 channels! This package combines the best news, entertainment, information, shopping and movie channels. Add HD Access for just \$10.00/mo. for access to over 25 HD Channels!

Local Channels

REGULAR PRICING

WINTER OFFER

HD ACCESS, DVR SERVICE AND RECEIVERS

PREMIUM CHANNELS

BASIC**\$12⁹⁹**
mo.

Only available with addition of an International a la carte package

- Over 25 video channels*
- 59 Sirius/XM Satellite Radio channels

EVERYDAY LOW PRICE**\$12⁹⁹**
mo.

Add DVR Service for just \$6.00/mo.
Add HD Access for just \$10.00/mo.

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.

Add Premiums

- 1 = \$12⁹⁹ (\$14⁹⁹ if HBO)
- 2 = \$24 (\$26 if HBO)
- 3 = \$34 (\$36 if HBO)
- 4 = \$42 (\$44 if HBO)
- 5 = \$51

PREFERRED CHOICE™**\$35⁹⁹**
mo.

Only available with addition of an International a la carte package

- Over 65 video channels*
- 59 Sirius/XM Satellite Radio channels

SAVE \$11/mo.
for 12 mos. after National Offer rebate¹

SAVE \$5/mo.
for 12 months after directv.com account registration & email consent rebate¹

SAVE \$300
\$19⁹⁹
mo.
for 12 mos. after rebate¹
3 FREE MONTHS
HBO starz SHOWTIME

Add DVR Service for just \$6.00/mo.
Add HD Access for just \$10.00/mo.

LEASE FEE

\$5.00/mo. lease fee required for 2nd and each additional receiver

Up to 4 SD Receivers with no Equipment Fee**

AFTER INSTANT REBATE GET A FREE UPGRADE TO A DVR, HD RECEIVER OR HD DVR**

Add Premiums

- 1 = \$12⁹⁹ (\$14⁹⁹ if HBO)
- 2 = \$24 (\$26 if HBO)
- 3 = \$34 (\$36 if HBO)
- 4 = \$42 (\$44 if HBO)
- 5 = \$51

JADEWORLD**\$36⁹⁹**
mo.

Available as an International base package

- 5 Chinese-language channels
- TVB1, TVB2, TVBS, TVB Entertainment, CCTV-4

EVERYDAY LOW PRICE**\$36⁹⁹**
mo.

Add DVR Service for just \$6.00/mo.
Add HD Access for just \$10.00/mo.

LEASE FEE

\$5.00/mo. lease fee required for 2nd and each additional receiver

Up to 4 SD Receivers with no Equipment Fee**

AFTER INSTANT REBATE GET A FREE UPGRADE TO A DVR, HD RECEIVER OR HD DVR**

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ADD ANY OF THE FOLLOWING LANGUAGE PACKAGES

* This symbol indicates package contains channels that are exclusively available on DIRECTV.

CHINESE

* MandarinDirect™ III \$19.99/mo.
CTI Zhong Tian Channel, TVB8, TVBS, Phoenix North American, Phoenix InfoNews

* Jeweworld \$36.99/mo.
TVB1, TVB2, TVBS, TVB Entertainment, CCTV-4

FILIPINO

* FilipinoDirect™ \$34.99/mo.
GMA Pinoy TV, TFC, Kapamilya Channel, MYX, ANC, Cinema One, GMA Life TV, DZMM, DWRR, GEM NET

* TFCDirect™ \$25.99/mo.
Kapamilya Channel, MYX, ANC, Cinema One, DZMM, DWRR, GEM NET
PinoyDirect™ \$24.99/mo.
TFC, GMA Pinoy TV, MYX

VIETNAMESE

* VietDirect™ Plus \$29.99/mo.
SBTN, TVB Vietnam, HONVIETV, VHN TV, Little Saigon Radio
VietDirect™ VHN \$24.99/mo.
SBTN, VHN-TV, TVB Vietnam, Little Saigon Radio

* VietDirect™ HONVIETV \$24.99/mo.
HONVIETV, SBTN, TVB Vietnam, Little Saigon Radio
SBTN* \$14.99/mo.

KOREAN

KoreanDirect™ \$26.99/mo.
SBS, MBC, SBS Plus, YTN, CTS

INDIAN

HindiDirect™ II \$39.99/mo.
AASTHA, Star Plus, Star News, Star One, NDTV, MTV India, Cricket Plus, India Now, Filmy

HindiDirect™ \$29.99/mo.
AASTHA, Star Plus, Star News, Star One, NDTV, MTV India, Cricket Plus, India Now

AASTHA A La Carte \$14.99/mo.
TamilDirect™ \$14.99/mo.

AASTHA, Vijay \$14.99/mo.
BanglaDirect™ \$14.99/mo.

AASTHA, ETV Bangla \$14.99/mo.
TeleguDirect™ \$14.99/mo.

AASTHA, ETV Telegu \$14.99/mo.
* Cricket Plus \$14.99/mo.

* Cricket Ticket 2009 \$299.00/annual

GREEK

GreekDirect™ II \$34.99/mo.
Mega Cosmos, Alpha SAT, Alter Globe, GMTV

GreekDirect™ \$26.99/mo.
Mega Cosmos, Alpha SAT

Mega Cosmos A La Carte \$14.99/mo.

BRAZILIAN

* BrazilianDirect™ IV \$39.99/mo.
TV Globo, PFC, BAND International, BAND News

* BrazilianDirect™ II \$29.99/mo.
TV Globo, BAND International

TV Globo A La Carte \$19.99/mo.
BrazilianDirect™ I \$29.99/mo.

RUSSIAN

* RussianDirect™ II \$45.99/mo.
C1RW, Dom Kino, Muzika Pervogo, Vremya, Vesti, RTR, Planeta, TV Nanny

* RussianDirect™ \$29.99/mo.
C1RW, Dom Kino, Muzika Pervogo, Vremya, TV Nanny

C1RW A La Carte \$14.99/mo.
RTR Planeta A La Carte \$14.99/mo.



	OPTIMO MÁS™	FAMILIAR ULTRA™	LO MÁXIMO™
REGULAR PRICING	NEW \$39⁹⁹ mo. Over 155 Channels • Over 50 in Spanish* • Over 100 in English	\$57⁹⁹ mo. Over 210 Channels • Over 50 in Spanish* • Over 155 in English	\$109⁹⁹ mo. Over 275 Channels • Over 55 in Spanish* • Over 220 in English
WINTER OFFER	SAVE \$10/mo. for 12 mos. after National Offer rebate** SAVE \$120 \$29⁹⁹ mo. for 12 mos. after National Offer rebate**	SAVE \$18/mo. for 12 mos. after National Offer rebate** SAVE \$324 \$39⁹⁹ mo. for 12 mos. after National Offer rebate**	SAVE \$18/mo. for 12 mos. after National Offer rebate** SAVE \$324 \$91⁹⁹ mo. for 12 mos. after National Offer rebate**
HD ACCESS, DVR SERVICE AND RECEIVERS	Add DVR Service for just \$6.00/mo. Add HD Access for just \$10.00/mo. LEASE FEE \$5.00/mo. lease fee required for 2 nd and each additional receiver** Up to 4 SD Receivers with no Equipment Fee** No hardware rebates available	Add DVR Service for just \$6.00/mo. Add HD Access for just \$10.00/mo. LEASE FEE \$5.00/mo. lease fee required for 2 nd and each additional receiver** Up to 4 SD Receivers with no Equipment Fee** AFTER INSTANT REBATE GET A FREE UPGRADE TO A DVR, HD RECEIVER OR HD DVR**	Add DVR Service for just \$6.00/mo. Add HD Access for just \$10.00/mo. LEASE FEE \$5.00/mo. lease fee required for 2 nd and each additional receiver** Up to 4 SD Receivers with no Equipment Fee** AFTER INSTANT REBATE GET A FREE UPGRADE TO A DVR, HD RECEIVER OR HD DVR**
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MÁS EXCLUSIVES

Get access to over 55 Spanish-language channels with all our Más packages including the below exclusives!

DIRECTV MÁS EXCLUSIVE CHANNELS



SATELLITE EXCLUSIVE CHANNELS



OPTIMO MÁS™

Introducing our newest package! Get access to over 155 channels of the best in news, entertainment and movie channels including over 50 Spanish-language channels.*

Local Channels†



*Not included in this package: History En Español, Mexicanal, Mexico 22 and Sur Mexico.

Plus all these English-language channels:



*W n' mor p, ram, ng: G 'F' Al HAR LITATM or LO MAXIMO™ for even more options. Plus, with the Spring Offer get 3 free months of HBO, STARZ and SHOWTIME and a DVR, HD receiver or HD DVR lease upgrade!

**After online or mail in rebate. **Advanced product instant rebate available for non-free paid customers only, with qualifying base package. **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 commitment (\$6.00/mo.) required for DVR or HD DVR lease. HD Access fee (\$10.00/mo.) required for HD or HD DVR lease. Programming, prices, terms and conditions subject to change at any time. LIMIT ONE ADVANCED EQUIPMENT REBATE PER DIRECTV ACCOUNT. See back page for full offer details.



Offers end 7/07/09, on approved credit, credit card required. New customers only (lease required, must maintain programming, DVR and HD Access). Hardware available separately. Lease fee \$5.00/mo. for second and each additional receiver. \$19.95 Handling & Delivery fee may apply. Credit card not required in MA & PA. **BILL CREDIT/PROGRAMMING OFFER:** LIMIT ONE PROGRAMMING OFFER PER ACCOUNT. Featured package names and prices: CHOICE \$55.99/mo.; CHOICE XTRA \$60.99/mo.; PLUS DVR \$65.99/mo. In order to receive full \$21 credit, customer must submit rebate form online and register account on directv.com prior to rebate redemption. Requires valid email address and must agree to receive emails. **Upon DIRECTV System activation, customer will receive redemption instructions (included in customer's first DIRECTV bill, a separate mailing, or, in the state of New York, from retailer) and must comply with the terms of the instructions.** Rebate begins 6-12 weeks after receipt of rebate form online or by mail. Timing of promotional price depends on redemption date and process. Account must be in "good standing," as determined by DIRECTV in its sole discretion, to remain eligible. DIRECTV not responsible for late, lost, illegible, mutilated, incomplete, misdirected or postage-due mail. **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 INCLUDING THE \$5.00/MO. LEASE FEE FOR THE 2ND AND EACH ADDITIONAL RECEIVER.** DIRECTV System has a feature which restricts access to channels. In certain markets, programming/pricing may vary. **INSTANT REBATE:** Advanced equipment instant rebate requires activation of the CHOICE XTRA package or above; FAMILIAR ULTRA or above; Jadeworld; or any qualifying international service bundle, which shall include the PREFERRED CHOICE programming package (valued at \$35.99/mo.). DVR service (\$6.00/mo.) and HD Access fee (\$10.00/mo.) required for HD DVR lease. LIMIT ONE ADVANCED EQUIPMENT REBATE PER DIRECTV ACCOUNT. **INSTALLATION:** Standard professional installation only. Custom installation extra. **SYSTEM LEASE:** Purchase of 24 consecutive months of any DIRECTV base programming package (\$29.99/mo. or above) or qualifying international services bundle required. **FAILURE TO ACTIVATE ALL DIRECTV SYSTEM EQUIPMENT IN ACCORDANCE WITH THE EQUIPMENT LEASE ADDENDUM MAY RESULT IN A CHARGE OF \$150 PER RECEIVER NOT ACTIVATED. IF YOU FAIL TO MAINTAIN YOUR PROGRAMMING, DIRECTV MAY CHARGE A PRORATED FEE OF \$480. RECEIVERS ARE AT ALL TIMES PROPERTY OF DIRECTV AND MUST BE RETURNED UPON CANCELLATION OF SERVICE OR ADDITIONAL FEES MAY APPLY. VISIT directv.com OR CALL 1-800-DIRECTV FOR DETAILS.** Programming, pricing, terms and conditions subject to change at any time. Pricing residential. Taxes not included. Receipt of DIRECTV programming subject to DIRECTV Customer Agreement; copy provided at directv.com/legal and in first bill. ©2009 DIRECTV, Inc. DIRECTV and the Cyclone Design logo, CHOICE, CHOICE XTRA and PLUS DVR are trademarks of DIRECTV, Inc. All other trademarks and service marks are the property of their respective owners.