

New and Improved offer! On June 5th, we are launching FREE HD For Life! This is a limited time offer available for new customers. Requirements are simple:*

CUSTOMER REQUIREMENTS

- \$10 "Free HD" bill credit for the life of continuous service with DIRECTV
- Available from 6/5/10 – 7/21/10 to Fee and Non-Fee customers
- National offer or base package takers
- Eligible on CHOICE and above, OPTIMO MAS and above (WorldDirect is not eligible)
- Customer must order at least 1 HD receiver with HD Access at the point of sale
- Customer must sign up for Auto Bill Pay (ABP) at the point of sale and maintain ABP and HD Access at all times in order to receive the recurring lifetime credit



HELP YOUR CUSTOMERS COMPARE THE FREE HD OFFERS

DISH Network is also running a free HD promotion, but there is a difference. Be sure to set the record straight so your customers will know which offer is really free and which one is going to cost customers in the end.

THE DIFFERENCE IS OBVIOUS	DIRECTV	DISH Network
PRE-PAYMENT FOR SERVICE	NO	YES
RECEIVER FEE COSTS	\$5	\$7-\$17
AUTO BILL PAY	YES	YES
RECEIVE HARD COPY OF BILLS	YES	NO
UPFRONT FEES (customers opting to receive paper bill and no ABP)	\$0	\$99
MOST FULL-TIME HD	YES	NO

With the most full-time HD, the most sports in HD and the most movies in 1080p HD, no one can compete with our FREE HD For Life offer.

FACT SHEET
FREE HD FOR LIFE
Valid 6/5/10 - 7/21/10



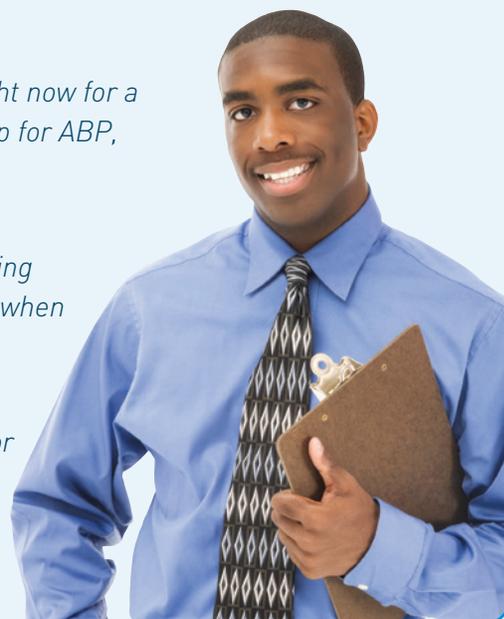
POSITIONING THE OFFER

Always lead by reminding customers, "DIRECTV offers the ultimate TV experience – the most sports, the most exclusive content, and unparalleled technology and service." Here are ways to include the FREE HD FOR LIFE offer.

*"DIRECTV has the most full-time HD channels - over 130 all in HD. And right now for a limited time I can give you FREE HD FOR LIFE. All you have to do is sign up for ABP, order an HD receiver and add HD Access. It's that easy!"**

*"We already have the most full-time HD channels, and we will soon be adding 30 new channels. Plus, for a limited time, you can get HD FREE FOR LIFE when you sign up for ABP, order an HD receiver and add HD Access!"**

*"DISH Network claims to offer free HD for life, but you'll have to pre-pay for service in advance. And if you want free HD with a hard copy of your bill, there's a \$99 upfront fee. With DIRECTV, you sign up for ABP, order an HD receiver and add HD Access. That really is FREE HD FOR LIFE!"**



*With qualifying package and must be maintained at all times.

HOW TO ADD THE OFFER IN DWS

Customers signing up for ABP and ordering a HD receiver and HD Access service can receive FREE HD Access for LIFE

1. Select the customer's desired equipment and programming
1 HD DVR or HD Receiver and HD Access must be part of the order
2. Select **Life Time Free HD Access** offer from the "Closing Offer" tab
3. Select ABP

**Don't forget to remind the customer:
FREE HD FOR LIFE stops if ABP
and/or HD Access is cancelled at any time!**

