

General Market Offers

Effective 1.22.17

FOR SALES ASSOCIATES ONLY—NOT FOR CUSTOMERS

	SELECT™ Package OVER 145 CHANNELS	ENTERTAINMENT Package OVER 150 CHANNELS	CHOICE™ Package OVER 175 CHANNELS	XTRA Package OVER 220 CHANNELS	ULTIMATE Package OVER 240 CHANNELS	PREMIER™ Package OVER 315 CHANNELS
NATIONAL OFFER	\$53.99/mo.: Regular Price	\$64.99/mo.: Regular Price	\$78.99/mo.: Regular Price	\$87.99/mo.: Regular Price	\$97.99/mo.: Regular Price	\$150.99/mo.: Regular Price
	-\$24.00/mo.: Programming Rebate	-\$30.00/mo.: Programming Rebate	-\$39.00/mo.: Programming Rebate	-\$43.00/mo.: Programming Rebate	-\$48.00/mo.: Programming Rebate	-\$51.00/mo.: Programming Rebate
ADDITIONAL INCENTIVES	\$29⁹⁹ /MO. + TAX FOR 12 MONTHS with 24-month agreement.*	\$34⁹⁹ /MO. + TAX FOR 12 MONTHS with 24-month agreement.*	\$39⁹⁹ /MO. + TAX FOR 12 MONTHS with 24-month agreement.* Regional Sports fee applies in certain markets.	\$44⁹⁹ /MO. + TAX FOR 12 MONTHS with 24-month agreement.* Regional Sports fee applies in certain markets.	\$49⁹⁹ /MO. + TAX FOR 12 MONTHS with 24-month agreement.* Regional Sports fee applies in certain markets.	\$99⁹⁹ /MO. + TAX FOR 12 MONTHS with 24-month agreement.* Regional Sports fee applies in certain markets.
	Get 2017 NFL SUNDAY TICKET with NFL SUNDAY TICKET MAX upgrade at no extra cost. Sports subscriptions auto-renew each season.					
ADVANCED PRODUCT OFFER	FIRST 3 MONTHS AT NO EXTRA COST: HBO STARZ SHOWTIME CINEMAX After 3 months, \$53.99/mo. will be billed unless changed/canceled.					PREMIUMS INCLUDED: HBO STARZ CINEMAX SPORTS PACK SHOWTIME
	FOR ALL RISK LEVELS: 4 UPGRADES INCLUDED: 1 GENIE® HD DVR OR GENIE LITE® & UP TO 3 GENIE MINIS. OR SELECT 1 GENIE HD DVR OR GENIE LITE & UP TO 3 WIRELESS GENIE MINIS FOR ONLY \$99.† Medium- and high-risk customers pay: \$199 for HD DVR and up to 3 HD Receiver lease upgrades included. For all risk levels, customers pay: \$99 Genie Lite lease upgrade for single-room setup.					
ADDITIONAL FEES	STANDARD PROFESSIONAL INSTALLATION INCLUDED: In up to 4 rooms for SELECT Package and above. <small>(Applicable use tax adjustment may apply on the retail value of the installation.)</small>					
	DIRECTV CINEMA® CONNECTION KIT INCLUDED For all non-fee HD DVR customers					
ADDITIONAL FEES	<ul style="list-style-type: none"> ■ ADVANCED RECEIVER SERVICE: \$15/mo. (Required for all HD DVRs, Genie HD DVR and TiVo® HD DVRs) ■ TV FEE: A \$7/mo. fee applies for each receiver and/or Genie Mini/DIRECTV Ready TV/Device on the account. ■ TIVO® SERVICE: \$5/mo. (In addition to the Advanced Receiver fee of \$15/mo. Required for all TiVo® HD DVRs.) ✓ TiVo® HD DVRs do not work with: Whole-Home DVR, iPad® App (DVR Scheduler only), TV Apps, 3D Programming, GameSearch™, Spanish UI, DIRECTV CINEMA® (satellite downloads) ■ EQUIPMENT FEES: HD Receiver: \$99 Genie Mini: \$99 HD DVR & TiVo® HD DVR: \$199 Genie HD DVR: \$299 Genie Lite: \$99 Wireless Genie Mini/Wireless Video Bridge: \$198 Each Additional Wireless Genie Mini: \$99 ■ REGIONAL SPORTS FEE: In certain markets, a Regional Sports fee of up to \$7.29/mo. will be assessed with CHOICE Package and above. ■ DIRECTV™ PROTECTION PLAN: Protect your customers' DIRECTV® System for \$7.99/mo† 					
	PREMIUM CHANNELS	ADD MONTHLY PREMIUMS: 1 = \$13.99 (\$17.99 for HBO) 4 = \$48.99 (\$53.99 with HBO) 2 = \$25.99 (\$30.99 with HBO) 5 = \$61.99 (Recommend PREMIER to XTRA and ULTIMATE customers) 3 = \$38.99 (\$43.99 with HBO)				

ALL DIRECTV OFFERS REQUIRE 24-MONTH AGREEMENT. ADD'L FEES APPLY.

All offers end 4/22/17. *New approved residential DIRECTV customers only (equipment lease req'd). Credit card req'd (except MA & PA). Pro-rated ETF (up to \$480) and Equipment Non-Return fees apply.



BASE PACKAGE OFFERS: After 12 mos., then-prevailing rate for base pkg applies (SEE ABOVE GRID FOR CURRENT RATES) unless canceled or changed by customer prior to end of the promotional period. Some offers may not be available through all channels and in select areas.

PREMIUM MOVIES OFFER: After 3 mos., then-prevailing rate for all four (4) premium movie pkgs applies (currently \$53.99/mo.) unless canceled or changed by customer prior to end of the promotional period.

2017 NFL SUNDAY TICKET OFFER: Package consists of all live out-of-market NFL games (based on customer's service address) broadcast on FOX and CBS. Games available via remote viewing based on device location. Other conditions apply. 2017 NFL SUNDAY TICKET regular full-season retail price is \$281.94. 2017 NFL SUNDAY TICKET MAX regular full-season retail price is \$377.94. Customers activating CHOICE or MÁS ULTRA Pkg or above will be eligible to receive the 2017 season of NFL SUNDAY TICKET at no add'l cost and will receive a free upgrade to NFL SUNDAY TICKET MAX for the 2017 season. NFL SUNDAY TICKET subscription will automatically continue in 2018 and each season thereafter at a special renewal rate unless customer calls to cancel prior to start of season. To renew NFL SUNDAY TICKET MAX, customer must call to upgrade after the 2017 season. Subscription cannot be canceled (in part or in whole) after the start of the season and subscription fee cannot be refunded.

GENIE HD DVR UPGRADE OFFER: Includes instant rebates on one Genie HD DVR and up to three Genie Minis. Req's SELECT Pkg or above; \$99 fee applies for Wireless Genie Mini upgrade. Whole-Home HD DVR functionality req's an HD DVR connected to one television and a Genie Mini, H2S HD Receiver(s) or a DIRECTV Ready TV/Device in each additional room. Limit of three remote viewings per HD DVR at a time. Visit directv.com/genie for complete details.

DIRECTV PROTECTION PLAN: Please see terms and conditions at directv.com/protection for complete program details. Asurion Service Plans, Inc. and Asurion Service Plans of Florida, Inc. are the obligors of the DIRECTV PROTECTION PLAN. MKTS2632.

DIRECTV SVC TERMS: Subject to Equipment Lease & Customer Agreements. Must maintain a min. base TV pkg of \$29.99/mo. Add'l Fees & Terms: In certain markets, Regional Sports fee of up to \$7.29/mo. assessed with CHOICE Package or above or MÁS ULTRA Pkg and above. Advanced Receiver fee (\$15/mo) req'd for HD DVRs. TiVo service fee (\$5/mo) req'd for TiVo HD DVR from DIRECTV. There is a fee of \$7/mo. for each receiver and/or Genie Mini/DIRECTV Ready TV/Device on your account. \$19.95 Handling & Delivery fee may apply. Taxes not included. Programming, pricing, terms and conditions subject to change at any time. Visit directv.com/legal or call for details.

INSTALLATION: Standard professional installation included in up to four rooms only. Custom installation extra. Applicable use tax adjustment may apply on the retail value of the installation.

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En Español Offers

Effective 1.22.17

FOR SALES ASSOCIATES ONLY—NOT FOR CUSTOMERS

	MÁS LATINO® Package OVER 115 CHANNELS ■ Over 55 in Spanish¹ ■ Over 55 in English	ÓPTIMO MÁS™ Package OVER 195 CHANNELS ■ Over 70 in Spanish¹ ■ Over 120 in English	MÁS ULTRA™ Package OVER 235 CHANNELS ■ Over 75 in Spanish¹ ■ Over 155 in English	LO MÁXIMO™ Package OVER 340 CHANNELS ■ Over 95 in Spanish¹ ■ Over 245 in English
NATIONAL OFFER	\$38.99/mo.: Regular Price	\$58.99/mo.: Regular Price	\$81.99/mo.: Regular Price	\$150.99/mo.: Regular Price
	-\$14.00/mo.: Programming Rebate	-\$29.00/mo.: Programming Rebate	-\$42.00/mo.: Programming Rebate	-\$51.00/mo.: Programming Rebate
ADDITIONAL INCENTIVES	\$24⁹⁹ MO. + TAX FOR 12 MONTHS with 24-month agreement.*	\$29⁹⁹ MO. + TAX FOR 12 MONTHS with 24-month agreement.*	\$39⁹⁹ MO. + TAX FOR 12 MONTHS with 24-month agreement.* Regional Sports fee applies in certain markets.	\$99⁹⁹ MO. + TAX FOR 12 MONTHS with 24-month agreement.* Regional Sports fee applies in certain markets.
	Get 2017 NFL SUNDAY TICKET with NFL SUNDAY TICKET MAX upgrade at no extra cost. Sports subscriptions auto-renew each season.			
ADVANCED PRODUCT OFFER	FIRST 3 MONTHS AT NO EXTRA COST: After 3 months, \$53.99/mo. will be billed unless changed/canceled.			PREMIUMS INCLUDED:
	FOR ALL RISK LEVELS: 4 UPGRADES INCLUDED: 1 GENIE® HD DVR OR GENIE LITE® & UP TO 3 GENIE MINIS. OR SELECT 1 GENIE HD DVR OR GENIE LITE & UP TO 3 WIRELESS GENIE MINIS FOR ONLY \$99.† Medium- and high-risk customers pay: \$199 for HD DVR and up to 3 HD Receiver lease upgrades included. For all risk levels, customers pay: \$99 Genie Lite lease upgrade for single-room setup.			
ADDITIONAL FEES	STANDARD PROFESSIONAL INSTALLATION INCLUDED: In up to 2 rooms for MÁS LATINO; in up to 4 rooms for ÓPTIMO MÁS and above. (Applicable use tax adjustment may apply on the retail value of the installation)			
	DIRECTV CINEMA® CONNECTION KIT INCLUDED For all non-fee HD DVR customers			
PREMIUM CHANNELS	ADD MONTHLY PREMIUMS:			PREMIUMS INCLUDE:
		1 = \$13.99 (\$17.99 for HBO) 2 = \$25.99 (\$30.99 with HBO) 3 = \$38.99 (\$43.99 with HBO)	4 = \$48.99 (\$53.99 with HBO) 5 = \$61.99	

1 Spanish channel counts include English-language broadcast channels with alternate Spanish audio.

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BASE PACKAGE OFFERS: After 12 mos, then-prevailing rate for base pkg applies (SEE ABOVE GRID FOR CURRENT RATES) unless canceled or changed by customer prior to end of the promotional period. Some offers may not be available through all channels and in select areas.

PREMIUM MOVIES OFFER: After 3 mos, then-prevailing rate for all four (4) premium movie pkgs applies (currently \$53.99/mo.) unless canceled or changed by customer prior to end of the promotional period.

2017 NFL SUNDAY TICKET OFFER: Package consists of all live out-of-market NFL games (based on customer's service address) broadcast on FOX and CBS. Games available via remote viewing based on device location. Other conditions apply. 2017 NFL SUNDAY TICKET regular full-season retail price is \$281.94. 2017 NFL SUNDAY TICKET MAX regular full-season retail price is \$377.94. Customers activating CHOICE or MÁS ULTRA Pkg or above will be eligible to receive the 2017 season of NFL SUNDAY TICKET at no add'l cost and will receive a free upgrade to NFL SUNDAY TICKET MAX for the 2017 season. NFL SUNDAY TICKET subscription will automatically continue in 2018 and each season thereafter at a special renewal rate unless customer calls to cancel prior to start of season. To renew NFL SUNDAY TICKET MAX, customer must call to upgrade after the 2017 season. Subscription cannot be canceled (in part or in whole) after the start of the season and subscription fee cannot be refunded.

GENIE HD DVR UPGRADE OFFER: Includes instant rebates on one Genie HD DVR and up to three Genie Minis. Req's ÓPTIMO MÁS Pkg or above. \$99 fee applies for Wireless Genie Mini upgrade. Whole-Home HD DVR functionality req's an HD DVR connected to one television and a Genie Mini, H25 HD Receiver(s) or a DIRECTV Ready TV/Device in each additional room. Limit of three remote viewings per HD DVR at a time. Visit directv.com/genie for complete details.

DIRECTV PROTECTION PLAN: Please see terms and conditions at directv.com/protection for complete program details. Asurion Service Plans, Inc. and Asurion Service Plans of Florida, Inc. are the obligors of the DIRECTV PROTECTION PLAN. MKTS2632

DIRECTV SVC TERMS: Subject to Equipment Lease & Customer Agreements. Must maintain a min. base TV pkg of \$29.99/mo. **Add'l Fees & Terms:** In certain markets, Regional Sports fee of up to \$129/mo. assessed with CHOICE Package or above or MÁS ULTRA Pkg and above. Advanced Receiver fee (\$15/mo.) req'd for HD DVRs. TiVo service fee (\$5/mo.) req'd for TiVo HD DVR from DIRECTV. There is a fee of \$7/mo. for each receiver and/or Genie Mini/DIRECTV Ready TV/Device on your account. \$19.95 Handling & Delivery fee may apply. Taxes not included. Programming, pricing, terms and conditions subject to change at any time. Visit directv.com/legal or call for details.

INSTALLATION: Standard professional installation included in up to four rooms only. Custom installation extra. Applicable use tax adjustment may apply on the retail value of the installation.

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International Offers

Effective 1.22.17

FOR SALES ASSOCIATES ONLY—NOT FOR CUSTOMERS

	BASIC CHOICE™ Package Only available with addition of a WorldDirect® A La Carte Package OVER 100 ENGLISH CHANNELS	PREFERRED CHOICE™ Package Only available with addition of a WorldDirect® A La Carte Package OVER 145 ENGLISH CHANNELS	WorldDirect® A La Carte Packages Must be added to a base programming package. Channels in bold are exclusive to DIRECTV among cable and satellite TV providers.
NATIONAL OFFER	EVERYDAY LOW PRICE \$19.99/mo.: Regular Price	\$52.99/mo.: Regular Price -\$33.00/mo.: Programming Rebate	FILIPINO FilipinoDirect™ \$37.99/mo. ABS-CBN News Channel, ABS-CBN Sports + Action, Cinema One Global, DZMM, INCTV, GMA Life TV, GMA Pinoy TV, Kapatid TV5, Lifestyle Network, MYX, MOR 101.9, TFC TFCDirect™ \$26.99/mo. ABS-CBN News Channel, ABS-CBN Sports + Action, Cinema One Global, DZMM, INCTV, Lifestyle Network, MYX, MOR 101.9, TFC PinoyDirect® \$25.99/mo. GMA Pinoy TV, MYX, TFC
ADD'L INCENTIVES	\$19.99 MO. + TAX	\$19.99 MO. + TAX FOR 12 MONTHS with 24-month agreement.*	KOREAN KoreanDirect™ Golf \$35.99/mo. Ariwang TV, CTS, EBS, Golf Channel, KBS World, MBC, MBC Every1, MBN, National Geographic Channel Korea, Radio Korea, SBS HD, SBS Plus, TAN TV, tvN, YTN KoreanDirect™ \$30.99/mo. Ariwang TV, CTS, EBS, KBS World, MBC, MBC Every1, MBN, National Geographic Channel Korea, Radio Korea, SBS HD, SBS Plus, TAN TV, tvN, YTN KoreanDirect™ Lite \$19.99/mo. Ariwang TV, CTS, KBS World, National Geographic Korea, Radio Korea, SBS HD, YTN MBC Drama HD A La Carte \$9.99/mo.
ADVANCED PRODUCT OFFER	NO HARDWARE REBATES AVAILABLE	FIRST 3 MONTHS AT NO EXTRA COST: HBO STARZ SHOWTIME CINEMAX After 3 months, \$53.99/mo. will be billed unless changed/canceled.	VIETNAMESE VietDirect™ Plus \$19.99/mo. HONVIETV, Little Saigon Radio, SBTN, Tai Seng Vietnam, TViet Network, VGN TV, Vien Thao TV, VietFace TV SBTN A La Carte \$14.99/mo.
ADDITIONAL FEES	STANDARD PROFESSIONAL INSTALLATION INCLUDED: In up to 4 rooms. <small>(Applicable use tax adjustment may apply on the retail value of the installation)</small>	FOR ALL RISK LEVELS: 4 UPGRADES INCLUDED: 1 GENIE® HD DVR OR GENIE LITE® & UP TO 3 GENIE MINIS. OR SELECT 1 GENIE HD DVR OR GENIE LITE & UP TO 3 WIRELESS GENIE MINIS FOR ONLY \$99.† Medium- and high-risk customers pay: \$199 for HD DVR and up to 3 HD Receiver lease upgrades included. For all risk levels, customers pay: \$99 Genie Lite lease upgrade for single-room setup.	RUSSIAN RussianDirect™ II \$34.99/mo. Carousel, Channel One, Dom Kino, Muzika Pervogo, NTV America, Rossiya 24, RTR-Planeta, RTVi, Vremya RussianDirect™ Plus \$29.99/mo. Channel One, Dom Kino, Muzika Pervogo, NTV America, Rossiya 24, RTR-Planeta, RTVi RussianDirect™ \$14.99/mo. Carousel, Channel One, Dom Kino, Muzika Pervogo, Vremya RTR-Planeta A La Carte \$14.99/mo.
PREMIUM CHANNELS	DIRECTV CINEMA® CONNECTION KIT INCLUDED For all non-fee HD DVR customers	ADVANCED RECEIVER SERVICE: \$15/mo. (Required for all HD DVRs, Genie HD DVR and TiVo® HD DVRs) TV FEE: A \$7/mo. fee applies for each receiver and/or Genie Mini/DIRECTV Ready TV/Device on the account. TIVO® SERVICE: \$5/mo. (In addition to the Advanced Receiver fee of \$15/mo. Required for all TiVo® HD DVRs.) ✓ TiVo® HD DVRs do not work with: Whole-Home DVR, iPad® App (DVR Scheduler only), TV Apps, 3D Programming, GameSearch™, Spanish UI, DIRECTV CINEMA® (satellite downloads) EQUIPMENT FEES: HD Receiver: \$99 Genie Mini: \$99 HD DVR & TiVo® HD DVR: \$199 Genie HD DVR: \$299 Genie Lite: \$99 Wireless Genie Mini/Wireless Video Bridge: \$198 Each Additional Wireless Genie Mini: \$99 DIRECTV™ PROTECTION PLAN: Protect your customers' DIRECTV® System for \$7.99/mo.‡	CHINESE MandarinDirect® III \$16.99/mo. CBO China TV Series Channel, CCTV-4, CGTN, Charming China, CTI Zhong Tian Channel, Jiangsu Satellite TV, Phoenix InfoNews, Phoenix North America ChineseDirect™ \$12.99/mo. 88Films, 88TV, beIN SPORTS, CCTV-4, CGTN, GZTV, iCable Financial Info News, iCable News, MLB Network, NBA TV, Phoenix Hong Kong Channel
	ADD MONTHLY PREMIUMS: 1 = \$13.99 (\$17.99 for HBO) 2 = \$25.99 (\$30.99 with HBO) 3 = \$38.99 (\$43.99 with HBO) 4 = \$48.99 (\$53.99 with HBO) 5 = \$61.99	PREMIUMS INCLUDE: HBO STARZ CINEMAX SPORTS PACK SHOWTIME	BRAZILIAN BrazilianDirect™ I \$29.99/mo. PFC, TV Globo PFC A La Carte \$19.99/mo. TV Globo A La Carte \$19.99/mo.

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