









THE ALTERNATE OFFERS

FALL OFFER

	THE CHOICE™ PACKAGE Over 150 Channels	THE CHOICE XTRA™ PACKAGE Over 210 Channels Includes 2011 NFL SUNDAY TICKET™!	THE CHOICE ULTIMATE™ PACKAGE Over 225 Channels Includes 2011 NFL SUNDAY TICKET™!	THE PREMIER™ PACKAGE Over 285 Channels Includes 2011 NFL SUNDAY TICKET™!
REGULAR PRICE	\$60.99/mo. \$55.99/mo. with QWEST Bundle Discount	\$65.99/mo. \$60.99/mo. with QWEST Bundle Discount	\$70.99/mo. \$65.99/mo. with QWEST Bundle Discount	\$114.99/mo. \$109.99/mo. with QWEST Bundle Discount
FALL OFFER	<p>CHOICE™</p> <p>\$60.99/mo.: CHOICE™ +\$12.99/mo.: Premium Movie Channel -\$12.99/mo.: Premium Movie Channel Credit (mos. 1-3 only) -\$26.00/mo.: National Offer Rebate -\$5.00/mo.: Online Registration Rebate -\$5.00/mo.: QWEST Bundle Discount = \$24.99/mo. for 12 months after rebates (including \$5 QWEST Bundle Discount if premium removed in month 3)¹</p> <p>3 FREE MONTHS  Premium rolls to \$12.99/mo. at month 4 Remind customers to right-size their premiums in month 3.</p>	<p>CHOICE XTRA™</p> <p>\$65.99/mo.: CHOICE XTRA™ +\$45.00/mo.: Premium Movie Channels -\$45.00/mo.: Premium Movie Channels Credit (mos. 1-3 only) -\$0.00/mo.: 2011 NFL SUNDAY TICKET™ -\$0.00/mo.: 2011 NFL SUNDAY TICKET™ To-Go -\$26.00/mo.: National Offer Rebate -\$5.00/mo.: Online Registration Rebate -\$5.00/mo.: QWEST Bundle Discount = \$29.99/mo. for 12 months after rebates with 24-month agreement (including \$5 QWEST Bundle Discount if premiums are removed in month 3)¹ Sports subscriptions auto-renew each season</p> <p>3 FREE MONTHS     Premiums roll to \$45/mo. at month 4. Remind customers to right-size their premiums in month 3.</p>	<p>CHOICE ULTIMATE™</p> <p>\$70.99/mo.: CHOICE ULTIMATE™ +\$10.00/mo.: HD Access -\$10.00/mo.: HD Access Credit +\$45.00/mo.: Premium Movie Channels -\$45.00/mo.: Premium Movie Channels Credit (mos. 1-3 only) -\$0.00/mo.: 2011 NFL SUNDAY TICKET™ -\$0.00/mo.: 2011 NFL SUNDAY TICKET™ To-Go -\$26.00/mo.: National Offer Rebate -\$5.00/mo.: Online Registration Rebate -\$5.00/mo.: QWEST Bundle Discount = \$34.99/mo. for 12 months after rebates with 24-month agreement (including \$5 QWEST Bundle Discount if premiums are removed in month 3)¹ Sports subscriptions auto-renew each season</p> <p>FREE HD ACCESS² Free HD requires activation of HD Access</p>	<p>PREMIER™</p> <p>\$114.99/mo.: PREMIER™ +\$10.00/mo.: HD Access -\$10.00/mo.: HD Access Credit -\$45.00/mo.: Premium Movie Channels Credit (mos. 1-3 only) -\$0.00/mo.: 2011 NFL SUNDAY TICKET™ -\$0.00/mo.: 2011 NFL SUNDAY TICKET™ To-Go -\$26.00/mo.: National Offer Rebate -\$5.00/mo.: Online Registration Rebate -\$5.00/mo.: QWEST Bundle Discount = \$33.99/mo. (mos. 1-3) = \$78.99/mo. (mos. 4-12) After rebates with 24-month agreement (including \$5 QWEST Bundle Discount)¹ Sports subscriptions auto-renew each season</p> <p>FREE HD ACCESS² Free HD requires activation of HD Access</p>
<p>ENHANCED SECOND YEAR OF SAVINGS! \$16 OFF FOR AN ADDITIONAL 12 MONTHS (Available in limited markets only. Based on approved credit and eligible ZIP code.)</p>				
HD ACCESS, DVR SERVICE AND RECEIVERS	<p>WITH EACH PACKAGE ABOVE, NEW CUSTOMERS MAY ADD ANY OF THESE ITEMS:</p> <ul style="list-style-type: none"> ▪ Add DVR Service for just \$7/mo. ▪ Add HD Access for just \$10/mo. (FREE for CHOICE ULTIMATE™ and above customers who activate HD Access) ▪ Add DIRECTV® Whole-Home DVR Service for just \$3/mo. (HD Access and DVR Service Required) ▪ EQUIPMENT FEES SD Receiver: \$69 DVR: \$99 HD Receiver: \$99 HD DVR: \$199 ▪ LEASE FEE No lease fee for only 1 receiver. Lease fee for first 2 receivers \$6/mo.; additional receiver leases \$6/mo. ea. ▪ Up to 4 SD Receivers with no Equipment Fee³ 			
	<p>FREE LEASE UPGRADE TO AN HD DVR RECEIVER⁴ (Also available: FREE Lease Upgrade to an HD Receiver or DVR. Non-fee customers only. Fee customers pay regular Equipment Fees listed above.)</p> <p>FREE LEASE UPGRADE TO 2ND HD RECEIVER OR \$100 OFF AN HD DVR. PLUS, 3RD AND 4TH HD RECEIVERS ONLY \$49 EACH⁴ (Via \$50 Instant Rebate) (When non-fee customers select DIRECTV® Whole-Home DVR Service and an HD DVR as their first receiver.)</p>			
	<p>FREE DIRECTV CINEMA™ Connection Kit for non-fee HD DVR customers (a \$25 value)</p>			
PREMIUM CHANNELS	<p>ADD PREMIUMS</p> <p>1 = \$12.99 (\$15.99 if HBO) 2 = \$24 (\$27 if HBO) 3 = \$34 (\$37 if HBO) 4 = \$42 (\$45 if HBO) 5 = \$52</p>	<p>ADD PREMIUMS</p> <p>1 = \$12.99 (\$15.99 if HBO) 2 = \$24 (\$27 if HBO) 3 = \$34 (\$37 if HBO) 4 = \$42 (\$45 if HBO) 5 = GET PREMIER™</p>	<p>ADD PREMIUMS</p> <p>1 = \$12.99 (\$15.99 if HBO) 2 = \$24 (\$27 if HBO) 3 = \$34 (\$37 if HBO) 4 = \$42 (\$45 if HBO) 5 = GET PREMIER™</p>	<p>PREMIUMS INCLUDED</p> <p>    </p>

See page 24 for full offer details. All offers require 24-month agreement. Package pricing may vary in certain markets. Free HD requires CHOICE ULTIMATE and above. Offers end 10/5/11. Credit card required. New approved customers only (lease required). DVR Service \$7/mo. required for DVR and HD DVR Receivers. HD Access \$10/mo. required for HD Receiver and HD DVR. \$19.95 Handling & Delivery fee may apply. Applicable use tax adjustment may apply on the retail value of the installation. **1** Price includes a \$26 bill credit for CHOICE and above packages plus an additional \$5/mo. with online rebate and consent to email alerts required and a \$5 QWEST bundle discount. **2** FREE HD OFFER: Includes access to HD channels associated with the programming package. Number and type of HD channels based on package selection. To be eligible for Free HD customers must activate and maintain CHOICE ULTIMATE and above packages, at least one (1) HD Receiver and activation of HD Access. Account must be in "good standing" as determined by DIRECTV in its sole discretion to remain eligible. **3** Up to two standard receivers for fee paid customers. **4** RECEIVER UPGRADE: First advanced product instant rebate available for non-fee paid customers only, with qualifying base package. Second, third and fourth advanced product instant rebates available for non-fee customers who select DIRECTV Whole-Home DVR Service (\$3/mo.) and take an HD DVR as the first receiver. Additional advanced receiver upgrades available for a charge.