



# 2009 FALL OFFER COMMERCIAL XTRA™ Pack AGREEMENT FORM for NEW CUSTOMERS

ALL PROGRAMMING AND PRICING SUBJECT TO CHANGE AT ANY TIME.

Establishment Name / DBA \* Phone # \* Fax # \* Email Address

Service Address \* City \* State \* ZIP Code \*

SSC

1685115

Dealer Name\* Dealer # \*

\* = Mandatory

### Offers available until 9/30/09: Required programming for the standard equipment offer\*\*:

Package	Regular Rate (Monthly)	Monthly Package Price
COMMERCIAL XTRA™ Pack with Local Channels <sup>†</sup>	1-100	\$99.99
COMMERCIAL XTRA™ Pack without Local Channels <sup>†</sup>	1-100	\$96.99

Final price does not include applicable state sales tax. Applicable taxes will be added monthly to your account.

### --Required programming for the optional discounted programming offer:

#### DIRECTV HD Access Programming Offer:

Yes, I would like to receive DIRECTV® HD Access FREE for three months.

By checking this box, I agree to activate and maintain DIRECTV HD Access for a minimum of 12 consecutive months from the time of activation in order to receive a bill credit of \$49.99 for 3 months. I understand that in the fifth month, my DIRECTV HD Access will continue at the regular payable charge of \$49.99/mo. In the event I elect to cancel my subscription to DIRECTV HD Access prior to the expiration of the minimum one-year term, or otherwise fail to pay for any required services during this term, I shall be charged an early cancellation fee of \$150, in addition to other early cancellation fees as may be set forth below.

Discounted, promotional rate for DIRECTV HD Access will be applied to months 2 through 4 of your annual subscription. To access DIRECTV HD programming, HD Access fee (\$49.99/mo.), a Slimline Dish, HD receiver, and HD television equipment required. Number of HD channels varies based on package selection.

### Optional NFL SUNDAY TICKET™ Programming – Based on FCO listed below.:

NFL SUNDAY TICKET™ FCO (Fire Code Occupancy)	Regular season price	Special season price (after promotional discount)
1 – 50	\$ 945.99	\$ 599.97
51 – 100	\$ 1,049.97	\$ 789.99
101 – 200	\$ 2,519.97	\$ 1,889.97
201 – 350	\$ 3,464.97	\$ 2,597.97
351 – 500	\$ 3,884.97	\$ 2,912.97
501 – 750	\$ 4,199.97	\$ 3,149.97
751 – 1,000	\$ 5,249.97	\$ 3,936.99
1,001 – 1,500	\$ 8,399.97	\$ 6,299.97
1,501 – 2,000	\$ 10,499.97	\$ 7,874.97
2,001 – 5,000	\$ 19,949.97	\$ 14,961.99
5,001 – 10,000	\$ 39,899.97	\$ 29,924.97
10,001+	\$ 48,089.97	\$ 36,066.99

Yes, I would like to receive the NFL SUNDAY TICKET™ package based on my FCO listed above.

By checking this box, I agree to activate NFL SUNDAY TICKET™ and the COMMERCIAL XTRA™ Pack including Local Channels (where local channels are currently available) without interruption for twelve (12) consecutive months. In the event I elect to cancel my subscription to the required base programming packages prior to the expiration of the minimum one-year term, or otherwise fail to pay for any required services during this term, I shall be charged an early cancellation fee of \$300. Full or remaining balance of NFL SUNDAY TICKET will be charged to customer account in the event of an early disconnect. This cancellation fee is not pro-ratable. NFL SUNDAY TICKET consists of all Sunday games broadcast on FOX and CBS at 1pm and 4pm ET. However, games broadcast by your local FOX or CBS affiliate will not be available on NFL SUNDAY TICKET. Blackout restrictions and other conditions apply to sports programming. Please allow 2-3 weeks for credit to post to your account. Once the season starts you will not be allowed to cancel your subscription. Sports subscriptions automatically continue each year provided DIRECTV carries these services, unless subscriber calls 1-866-945-9940 to cancel prior to the start of the season. Final price does not include applicable state sales tax. Applicable taxes will be added monthly to your account.

**Payment Options (please check one)**

**NFL SUNDAY TICKET™ 3 Month Payment Plan**

(If activated by 10/31/09 you agree to 3 monthly payments based on FCO)

**1 Time Full Annual Payment**

(Full payment due upon activation)

I agree to activate the COMMERCIAL XTRA™ Pack including Local Channels (where local channels are currently available) without interruption for twelve (12) consecutive months. Programming cost for the COMMERCIAL XTRA™ Pack, which includes the COMMERCIAL XTRA™ channels, SPORTS PACK, Local Channels (if available in my market) and outlet fees for the first two receivers, is based on EVO. **Required services must be activated for eligibility.** In the event I elect to cancel my subscription to the required programming packages prior to the expiration of the minimum one-year term, or otherwise fail to pay for any required services during this term, I shall be charged an early cancellation fee of \$300, plus applicable taxes. This cancellation fee is not pro-ratable. Commercial pricing for this package is subject to change at any time. To receive a complimentary subscription to SuperFan, an NFL SUNDAY TICKET subscription is required. Upon activation of the NFL SUNDAY TICKET Package, beginning in the second month, new NFL SUNDAY TICKET Customers with the NFL SUNDAY TICKET™ promotional offer will receive a bill credit(s) on programming charges based on Fire Code Occupancy (FCO) and is subject to verification, provided account is in "good standing" as determined by DIRECTV in its sole discretion, to remain eligible. Full prepayment is required for 1-pay option. Customers must activate by 10/31/09 to be eligible for the 3-pay option. The remaining balance of NFL SUNDAY TICKET™ will be charged to customers account in the event of early disconnect. **LIMIT ONE NFL SUNDAY TICKET BILL CREDIT OFFER PER ACCOUNT.** Offer void where prohibited or restricted. May not be combined with any other offer. DIRECTV programming, pricing, terms and conditions subject to change at any time. Receipt of DIRECTV programming subject to terms of DIRECTV Commercial Customer Viewing Agreement; copy provided with new customer information packet. NFL, the NFL shield design, NFL SUNDAY TICKET name and logo are registered trademarks of the NFL and its affiliates.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

\*\* Standard equipment offer includes up to two free receivers: (2) standard DIRECTV® Receivers, or one (1) DIRECTV® HD Receiver and one (1) standard DIRECTV® Receivers or two (2) HD Receiver Receivers. Activation of DIRECTV® HD or HD-DVR Receiver requires annual agreement to DIRECTV® HD ACCESS (\$49.99/mo.). An early cancellation fee of \$150 will apply if HD ACCESS is cancelled prior to expiration of the one-year term.

† Local channels will be activated automatically in markets where available. \$99.99/mo. including COMMERCIAL XTRA Pack with local channels at \$60.99/mo., SPORTS PACK at \$12.99/mo. and outlet fees for two receivers at \$26.01/mo.

**Please return completed form via fax to: 1-636-552-0008 OR via overnight delivery to DIRECTV Business Service Center, ATTN: COMMERCIAL XTRA Pack™ New Customer Offer, 1505 NW 167<sup>th</sup> Street, Miami, FL 33169**



# DIRECTV<sup>®</sup> PUBLIC VIEWING PACKAGES and RATES

**Customers must subscribe to one of the following base programming packages in order to add on any additional service(s): Commercial Xtra<sup>™</sup>, Commercial Choice<sup>®</sup> Plus, Commercial Choice<sup>®</sup> and Selección Comercial Ultra<sup>™</sup>.**

**HD Access to DIRECTV HD programming requires a DIRECTV HD Receiver, HD television equipment and an HD Access fee of \$49.99 per month.**

Access fee is required in order to receive ANY HD channel within any package on an account

**170+  
CHANNELS**

## COMMERCIAL XTRA<sup>™</sup> PACK — \$99.99/month\*

The best in movies, sports, family programming including locals channels (where available) across the country. Service automatically renews\*\*. \*Bundled price of \$99.99/month includes COMMERCIAL XTRA at \$60.99, Sports Pack at \$12.99 and outlet fees for 2 receivers at \$26.01

### COMMERCIAL XTRA<sup>™</sup>

The 101 Network <sup>HD</sup>	Disney Channel (West)	Hope Channel	Science Channel <sup>HD</sup>
A&E <sup>HD</sup>	Disney XD <sup>HD</sup>	HSN	Shop NBC
ABC Family <sup>HD</sup>	DIY Network	IFC	Sleuth
AMC	E! Entertainment Television	Investigation Discovery	SOAPnet
Animal Planet	<b>ESPN Classic</b>	ION Television (East/West)	Speed <sup>HD</sup>
BBC America	<b>ESPN<sup>HD</sup></b>	Jewelry Television Network	Spike TV <sup>HD</sup>
BET <sup>HD</sup>	<b>ESPN2<sup>HD</sup></b>	Jewish Life TV	Style Network
BET J	<b>ESPNEWS<sup>HD</sup></b>	Lifetime	Sportsman Channel
Big Ten Network <sup>HD</sup>	EWTN	Lifetime Movie Network	Syfy <sup>HD</sup>
BIO <sup>HD</sup>	FINE LIVING	Link TV	Trinity Broadcasting Network
Bloomberg Television	FitTV	LOGO	TBS <sup>HD</sup>
Boomerang	Food Network <sup>HD</sup>	Military Channel	TCT Network
Bravo <sup>HD</sup>	Fox Business Network <sup>HD</sup>	MLB Network <sup>HD</sup>	Tennis Channel <sup>HD</sup>
BYU TV	Fox Movie Channel	MSNBC	TLC <sup>HD</sup>
Cartoon Network (East) <sup>HD</sup>	Fox News Channel <sup>HD</sup>	MTV <sup>HD</sup>	TNT in HD <sup>HD</sup>
Cartoon Network (West)	Fox Reality	MTV2	Travel Channel
Celebrity Shopping Network	FUEL TV <sup>HD</sup>	The N	truTV
Chiller	Fuse	NASA TV	Turner Classic Movies (TCM)
Christian Television Network	FX <sup>HD</sup>	NASCAR HotPass <sup>HD</sup>	TV Guide Channel
Church Channel	G4	National Geographic Channel <sup>HD</sup>	TV Land
CMT <sup>HD</sup>	GAC	NFL Network <sup>HD</sup>	TV One
CNBC <sup>HD</sup>	Galavisión	NHL Network <sup>HD</sup>	TVG: The Interactive Horseracing Network
CNBC World	Gem Shopping Network	Nickelodeon/Nick at Nite (East) <sup>HD</sup>	Univision
CNN <sup>HD</sup>	GEMS TV	Nickelodeon/Nick at Nite (West)	USA Network <sup>HD</sup>
Comedy Central <sup>HD</sup>	GOD TV	Nicktoons Network	Versus <sup>HD</sup>
C-SPAN	Golf Channel <sup>HD</sup>	Noggin	VH1 Classic
C-SPAN2	Gospel Music Channel	NRB Network	VH1 <sup>HD</sup>
Current TV	GSN: the network for games	ONCE México	V-me
Daystar	Hallmark Channel	Ovation TV	WE tv
DIRECTV Basics	Headline News	Oxygen	The Weather Channel <sup>HD</sup>
DIRECTV Informational	HD Theater <sup>HD (only in HD)</sup>	PBS Kids Sprout	WGN America
DIRECTV Sports Schedule	HDNet <sup>HD (only in HD)</sup>	Planet Green <sup>HD</sup>	Word Network
Discovery Channel <sup>HD</sup>	HGTV <sup>HD</sup>	Pursuit Channel	World Harvest Television
Discovery Health	History <sup>HD</sup>	QVC	
Discovery Kids	History International	REELZ Channel	
Disney Channel (East) <sup>HD</sup>	HITN	RFD-TV	

**Plus In-Market Regional Sports Network(s)<sup>HD</sup> - where available  
Plus Local Channels<sup>HD</sup> where available**

### Sports Pack

Includes out-of-market regional sports networks and specialty sports services below. Out-of-market networks do not include any professional games.

Altitude Sports and Entertainment <sup>HD***</sup>	FSN Arizona <sup>HD</sup>	FSN Prime Ticket <sup>HD</sup>	MSG Plus <sup>HD</sup>
CBS College Sports <sup>HD</sup>	FSN Cincinnati <sup>HD***</sup>	FSN Rocky Mountain <sup>HD</sup>	NBA TV <sup>HD</sup>
Comcast SportsNet Bay Area <sup>HD***</sup>	FSN Detroit <sup>HD</sup>	FSN South <sup>HD</sup>	New England Sports Net (NESN) <sup>HD</sup>
Comcast SportsNet Chicago <sup>HD</sup>	FSN Florida <sup>HD***</sup>	FSN Southwest <sup>HD</sup>	Outdoor Channel
Comcast SportsNet Mid-Atlantic <sup>HD</sup>	FSN Midwest <sup>HD</sup>	FSN West <sup>HD</sup>	SportsNet New York <sup>HD</sup>
Comcast SportsNet New England <sup>HD</sup>	FSN North <sup>HD</sup>	Go!TV	SportSouth <sup>HD</sup>
Comcast SportsNet California	FSN Northwest <sup>HD</sup>	Mid-Atlantic Sports Network <sup>HD</sup>	SportsTime Ohio <sup>HD</sup>
<b>ESPNU</b>	FSN Ohio <sup>HD***</sup>	Mountain West Sports	Sun Sports <sup>HD</sup>
Fox Soccer Channel	FSN Pittsburgh <sup>HD</sup>	MSG <sup>HD</sup>	YES Network <sup>HD</sup>

**Includes Outlet Fees for first 2 Receivers**

Additional Outlets: Each additional receiver is \$13/month per receiver (additional outlet fees)

**Estimated Viewing Occupancy: 1 – 100**

**Monthly Fee: \$99.99**

**Annual Fee: \$1,199.88**

<b>125+ CHANNELS</b>		<b>COMMERCIAL CHOICE® PLUS</b> Treat your customers to the most popular variety of entertainment, sports and news. This package delivers favorites such as TNT and CNN, plus 5 ESPN channels. Service automatically renews**.			
The 101 Network <sup>HD</sup>	E! Entertainment Television	Hope Channel	REELZ Channel		
A&E <sup>HD</sup>	<b>ESPN Classic</b>	HSN	RFD-TV		
ABC Family <sup>HD</sup>	<b>ESPN</b> <sup>HD</sup>	Investigation Discovery	Science Channel <sup>HD</sup>		
American Auction Network	<b>ESPN2</b> <sup>HD</sup>	Jewelry Television Network	Sleuth		
AMC	<b>ESPNEWS</b> <sup>HD</sup>	Jewish Life TV	Speed <sup>HD</sup>		
Animal Planet <sup>HD</sup>	<b>ESPNU</b>	Lifetime	Spike TV <sup>HD</sup>		
BBC America	EWTN	Link TV	Sportsman Channel		
BET <sup>HD</sup>	FINE LIVING	LOGO	Syfy <sup>HD</sup>		
BIO <sup>HD</sup>	FitTV	Military Channel	Trinity Broadcasting Network		
Bloomberg Television	Food Network <sup>HD</sup>	MLB Network <sup>HD</sup>	TBS <sup>HD</sup>		
Boomerang	Fox Business Network <sup>HD</sup>	Mountain West Sports	TCT Network		
Bravo <sup>HD</sup>	Fox News Channel <sup>HD</sup>	MSNBC	TLC <sup>HD</sup>		
BYU TV	Fox Reality	MTV <sup>HD</sup>	TNT <sup>HD</sup>		
Cartoon Network (East) <sup>HD</sup>	FUEL TV <sup>HD</sup>	MTV2	Travel Channel		
Cartoon Network (West)	Fuse	The N	truTV		
CBS College Sports <sup>HD</sup>	FX <sup>HD</sup>	NASA TV	Turner Classic Movies (TCM)		
Celebrity Shopping Network	G4	NASCAR HotPass <sup>HD</sup>	TV Guide Channel		
Christian Television Network	GAC	National Geographic Channel <sup>HD</sup>	TV Land		
Church Channel	Galavisión	NBA TV <sup>HD</sup>	TV One		
CMT <sup>HD</sup>	Gem Shopping Network	NFL Network <sup>HD</sup>	TVG: The Interactive Horseracing Network		
CNBC <sup>HD</sup>	GEMS TV	NHL Network <sup>HD</sup>	Univision		
CNBC World	GOD TV	Nickelodeon/Nick at Nite (East) <sup>HD</sup>	USA Network <sup>HD</sup>		
CNN <sup>HD</sup>	GoITV	Nickelodeon/Nick at Nite (West)	Versus <sup>HD</sup>		
Comedy Central <sup>HD</sup>	Gospel Music Channel	Nicktoons	VH1 <sup>HD</sup>		
C-SPAN	GSN: the network for games	Noggin	VH1 Classic		
C-SPAN2	Hallmark Channel	NRB Network	V-me		
Current TV	HD Theater <sup>HD (only in HD)</sup>	ONCE México	Weather Channel <sup>HD</sup>		
Daystar	HDNet <sup>HD (only in HD)</sup>	Outdoor Channel	WGN America		
DIRECTV News & Sports Mix	Headline News	Ovation TV	Word Network		
Discovery Channel <sup>HD</sup>	HGTV <sup>HD</sup>	Oxygen	World Harvest Television		
Discovery Health	History <sup>HD</sup>	Planet Green <sup>HD</sup>			
Discovery Kids	History International	Pursuit Channel			
DIY Network	HITN	QVC			
			<b>PLUS in-market RSNs</b> <sup>HD</sup>		
			<b>PLUS local Channels where Available</b> <sup>HD</sup>		
<b>Estimated Viewing Occupancy</b>	<b>Monthly Fee</b>	<b>Annual Fee</b>	<b>Estimated Viewing Occupancy</b>	<b>Monthly Fee</b>	<b>Annual Fee</b>
1-50	\$159.99	\$1,919.88	201-500	\$309.99	\$3,719.88
51-100	\$189.99	\$2,279.88	501-1,000	\$329.99	\$3,959.88
101-150	\$229.99	\$2,759.88	1,001-2,000	\$349.99	\$4,199.88
151-200	\$269.99	\$3,239.88	2,000+	\$374.99	\$4,499.88

<b>120+ CHANNELS</b>		<b>COMMERCIAL CHOICE®</b> This package delivers favorite networks such as NFL Network, CNN and TNT. Service automatically renews**.			
A&E <sup>HD</sup>	E! Entertainment Television	Investigation Discovery	RFD-TV		
ABC Family <sup>HD</sup>	FINE LIVING	Jewish Life TV	Science Channel <sup>HD</sup>		
AMC	FitTV	Lifetime	Sleuth		
Animal Planet <sup>HD</sup>	Food Network <sup>HD</sup>	LOGO	Speed <sup>HD</sup>		
BBC America	Fox Business Network <sup>HD</sup>	Military Channel	Spike TV <sup>HD</sup>		
BET <sup>HD</sup>	Fox News Channel <sup>HD</sup>	MLB Network <sup>HD</sup>	Sportsman Channel		
BIO <sup>HD</sup>	Fox Reality	Mountain West Sports	Syfy <sup>HD</sup>		
Bloomberg Television	FUEL TV <sup>HD</sup>	MSNBC	TBS <sup>HD</sup>		
Boomerang	Fuse	MTV <sup>HD</sup>	TLC <sup>HD</sup>		
Bravo <sup>HD</sup>	FX <sup>HD</sup>	MTV2	TNT <sup>HD</sup>		
BYU TV	G4	The N	Travel Channel		
Cartoon Network (East) <sup>HD</sup>	GAC	NASCAR HotPass <sup>HD</sup>	truTV		
Cartoon Network (West)	Galavisión	National Geographic Channel <sup>HD</sup>	Turner Classic Movies (TCM)		
CBS College Sports <sup>HD</sup>	GEMS TV	NBA TV <sup>HD</sup>	TV Guide Channel		
CMT <sup>HD</sup>	GOD TV	NFL Network <sup>HD</sup>	TV Land		
CNBC <sup>HD</sup>	GoITV	NHL Network <sup>HD</sup>	TV One		
CNBC World	GSN: the network for games	Nickelodeon/Nick at Nite (East) <sup>HD</sup>	TVG: The Interactive Horseracing Network		
CNN <sup>HD</sup>	Hallmark Channel	Nickelodeon/Nick at Nite (West)	Univision		
Comedy Central <sup>HD</sup>	HD Theater <sup>HD (only in HD)</sup>	Nicktoons	USA Network <sup>HD</sup>		
C-SPAN	HDNet <sup>HD (only in HD)</sup>	Noggin	Versus <sup>HD</sup>		
C-SPAN2	Headline News	Outdoor Channel	VH1 <sup>HD</sup>		
Current TV	HGTV <sup>HD</sup>	Ovation TV	VH1 Classic		
DIRECTV News Mix	History <sup>HD</sup>	Oxygen	V-me		
Discovery Channel <sup>HD</sup>	History International	Planet Green <sup>HD</sup>	Weather Channel <sup>HD</sup>		
Discovery Health	HITN	Pursuit Channel	WGN America		
Discovery Kids	Hope Channel	QVC			
DIY Network	HSN	REELZ Channel			
			<b>PLUS local Channels where Available</b> <sup>HD</sup>		
<b>Estimated Viewing Occupancy</b>	<b>Monthly Fee</b>	<b>Annual Fee</b>	<b>Estimated Viewing Occupancy</b>	<b>Monthly Fee</b>	<b>Annual Fee</b>
1-50	\$51.99	\$623.88	201-500	\$98.99	\$1,187.88
51-100	\$61.99	\$743.88	501-1,000	\$114.99	\$1,379.88
101-150	\$71.99	\$863.88	1,001-2,000	\$139.99	\$1,679.88
151-200	\$87.99	\$1,055.88	2,000+	\$159.99	\$1,919.88

**80+**  
CHANNELS

**SELECCIÓN COMERCIAL ULTRA™** One Packaged that provides all of the channels available in the SELECCIÓN COMERCIAL™ package, plus a variety of popular English-language channels such as TNT and Headline News. Service automatically renews\*\*. Requires DIRECTV Multi-Satellite System and telephone connection.

A&E HD	Discovery en Español	MTV HD	TLC HD
AMC	Ecuavisa Internacional	MTV Tr3s	TNT HD
American Auction Network	EWTN	mun <sup>2</sup>	Travel Channel
Animal Planet HD	Food Network HD	NASA TV	truTV
Azteca America†	Fox News Channel HD	NASCAR HotPass HD	TV Chile
Azteca Mexico	Galavisión	National Geographic Channel HD	TV Dominicana
Bloomberg Television	Gem Shopping Network	Nickelodeon/Nick at Nite (East) HD	TV Land
BYU TV	GEMS TV	Nickelodeon/Nick at Nite (West)	TV Venezuela
Caracol TV Internacional	Go!TV	NRB Network	TVE Internacional
CBS College Sports HD	GSN: the network for games	ONCE México	TyC Sports
Celebrity Shopping Network	Headline News	Pursuit Channel	Univision
Centroamérica TV	History HD	Spike TV	Univision (West)
Christian Television Network	History en Español	SUR México	Uplift Network
Cine Latino	HITN TV	SUR Peru	USA Network HD
CNBC World	Jewelry Television Network	Trinity Broadcasting Network	VH1 HD
CNN en Español	Latinoamerica Television	TBS HD	V-me
Comedy Central HD	Link TV	TCT Network	WAPA America
C-SPAN	MegaTV	Teléfe Internacional	Weather Channel HD
C-SPAN2	Mexicanal	Telemundo	WHT World Harvest Television
Current TV	México 22	Telemundo (West)	The Word
	MSNBC		† blackout restrictions apply

Monthly Fee.....\$59.99

Annual Fee..... \$719.88

**50+**  
CHANNELS

**SELECCIÓN COMERCIAL™** Spanish-language video channels featuring sports, news, weather, and cultural entertainment. Service automatically renews\*\*. Requires DIRECTV Multi-Satellite System and telephone connection.


Caracol TV Internacional	Go!TV	mun <sup>2</sup>	TV Dominicana
CBS College Sports	History en Español	ONCE México	TV Venezuela
Centroamérica TV	HITN TV	Pursuit Channel	TVE Internacional
Cine Latino	Latinoamerica Television	SUR México	TyC Sports
CNN en Español	Link TV	SUR Peru	Univision
C-SPAN	MegaTV	Teléfe Internacional	Univision (West)
Discovery en Español	Mexicanal	Telemundo	Uplift Network
Ecuavisa Internacional	México 22	Telemundo (West)	V-me
Galavisión	MTV Tr3s	TV Chile	WAPA America

Monthly Fee.....\$37.99

Annual Fee..... \$425.00

**SEASONAL SPORTS PACKAGES**

**NFL SUNDAY TICKET™** Exclusively from DIRECTV. Turn Sunday into Game Day and watch your weekend business grow! Get the biggest selection of games available anywhere throughout the regular season. Up to 14 games every Sunday, over 200 games in the season. Local blackout rules apply. Package is non-refundable. Service automatically renews.††

	<u>Fire Code Occupancy</u>	<u>2009 Season Rate</u>	<u>2009 New Customer Offer*</u>	<u>Fire Code Occupancy</u>	<u>2009 Season Rate</u>	<u>2009 New Customer Offer*</u>
	1-50	\$945.99	\$599.97	751-1,000	\$5,249.97	\$3,936.99
	51-100	\$1,049.97	\$789.99	1,001-1,500	\$8,399.97	\$6,299.97
	101-200	\$2,519.97	\$1,889.97	1,501-2,000	\$10,499.97	\$7,874.97
	201-350	\$3,464.97	\$2,597.97	2,001-5,000	\$19,949.97	\$14,961.99
	351-500	\$3,884.97	\$2,912.97	5,001-10,000	\$39,899.97	\$29,924.97
	501-750	\$4,199.97	\$3,149.97	10,001+	\$48,089.97	\$36,066.99

\*Applies to new, first time subscribers who did not take NFL SUNDAY TICKET previously.

**NFL SUNDAY TICKET™ SuperFan®** DIRECTV's best offer just got even better! SuperFan is FREE to NFL SUNDAY TICKET package subscribers and features every game in high-definition (HD). Includes NFL SUNDAY TICKET Red Zone Channel, GameMix and Short Cuts. (REMEMBER: HD Access, HDTV, triple-LNB multi-sat dish required, interactive receiver required for full GameMix functionality). Local blackout rules apply. Service automatically renews.††



**NASCAR HotPass™** As a complement to the network broadcast of the 2009 Sprint Cup Races, DIRECTV will offer the NASCAR HotPass service as a FREE service for customers with a qualifying base package: Commercial Xtra Pack, Commercial Choice Plus, Commercial Choice or Seleccion Comercial Ultra.

NASCAR HotPass features four Driver Channels, each focused on one driver throughout the race comprised of broadcast network feed, driver's in-car camera and team audio - available in both SD and HD\*

\*Customer will need HD Access to experience the HD feed.




Blackout restrictions and other conditions apply to sports programming. All programming and pricing subject to change. HD: Number of HD channels varies based on package selection. RSN HD feed varies by territory. ††Seasonal sports subscription(s) will automatically continue each season provided DIRECTV carries this service, unless customer calls to cancel prior to the start of the season.

## SEASONAL SPORTS PACKAGES (CONT.)

## DIRECTV® Public Viewing Packages and Rates (Cont.)

**MLB EXTRA INNINGS®** Great out-of-market pro baseball coverage! Give your customers the games they want to see – up to 80 games a week during the regular season! Enjoy MLB EXTRA INNINGS® SuperFan at no additional cost. With HD Access you will receive games in HD. Package is non-refundable. Service automatically renews.††


	<u>Est. Viewing Occupancy</u>	<u>2009 Season Rate</u>	<u>2009 New Customer Offer*</u>	<u>Est. Viewing Occupancy</u>	<u>2009 Season Rate</u>	<u>2009 New Customer Offer*</u>
	1-50	\$699.99	\$499.99	351-500	\$1,899.99	\$1,399.99
	51-100	\$999.99	\$499.99	501-1000	\$2,199.99	\$1,699.99
	101-150	\$1,299.99	\$799.99	1001-2000	\$2,599.99	\$2,099.99
	151-200	\$1,599.99	\$1,099.99	2001-5000	\$3,299.99	\$2,799.99
	201-350	\$1,799.99	\$1,299.99	5001+	\$3,999.99	\$3,499.99

**MLS DIRECT KICK™** Follow your favorite Major League Soccer teams and players throughout the season with MLS DIRECT KICK™. You'll see top match-ups during the regular season and select playoff games during the post season. Package is non-refundable. Service automatically renews.††

**2009 Season Rate: \$99.99**



**NBA LEAGUE PASS** It's a slam dunk for great business! Get up to 40 regular-season games per week from outside your local viewing area. Up to 8 games per night. Local blackout restrictions apply. Subscription includes NBA LEAGUE PASS Stats Central, a channel providing real-time scores, stats, and breaking news from around the league. Package is non-refundable. Service automatically renews.††


	<u>Fire Code Occupancy</u>	<u>2009-2010 Season Rate</u>	<u>2009 New Customer Offer*</u>	<u>Fire Code Occupancy</u>	<u>2009-2010 Season Rate</u>	<u>2009 New Customer Offer*</u>
	1-50	\$545.97	\$463.98	501-1000	\$3,346.47	\$2,843.97
	51-100	\$599.97	\$509.97	1001-2000	\$4,427.97	\$3,762.99
	101-150	\$1,492.98	\$1,268.97	2001-5000	\$6,693.99	\$5,688.99
	151-200	\$1,955.97	\$1,661.97	5001-10000	\$9,474.99	\$8,052.99
	201-500	\$2,728.47	\$2,318.97	10001+	\$15,036.99	\$12,780.99

**NCAA® MEGA MARCH MADNESS®** Exclusively from DIRECTV, NCAA® MEGA MARCH MADNESS® brings customers up to 37 out-of-market CBS-produced broadcasts from the first three rounds of the NCAA® Division I Men's Basketball Tournament, up to and including the Sweet 16®. Package is non-refundable. Service automatically renews.††

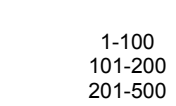
**2010 Season Rate Coming Soon**




**NHL® CENTER ICE®** Watch up to 40 games each week, including up to 20 games a week in blazing HD! Plus select first and second rounds of the Stanley Cup® playoff games. NHL CENTER ICE also gives you access to the NHL Network™. You won't find more games anywhere else! Package is non-refundable. Service automatically renews.††

	<u>Est. Viewing Occupancy</u>	<u>2009 Season Rate</u>	<u>2009 New Customer Offer*</u>	<u>Est. Viewing Occupancy</u>	<u>2009 Season Rate</u>	<u>2009 New Customer Offer*</u>
	1-100	\$749.97	\$635.97	201-500	\$1,599.99	\$1,359.99
	101-200	\$1,199.97	\$1,013.97	501+	\$2,049.99	\$1,721.97

**ESPN GamePlan** Great college football from top-ranked teams competing around the country — up to 12 out of market games every Saturday during the regular season. Package is non-refundable. Service automatically renews.††

	<u>Fire Code Occupancy</u>	<u>2009 Season Rate</u>	<u>2009 New Customer Offer*</u>	<u>Fire Code Occupancy</u>	<u>2009 Season Rate</u>	<u>2009 New Customer Offer*</u>
	1-100	\$523.98	\$445.98	1001-2000	\$3,246.99	\$2,759.97
	101-200	\$1,482.99	\$1,259.97	2001-5000	\$4,133.97	\$3,513.99
	201-500	\$1,830.99	\$1,555.98	5001+	\$5,313.99	\$4,516.98
	501-1000	\$2,189.97	\$1,860.99			

**ESPN FULL COURT** Exciting coverage of hundreds of the best college games from the top regional men's conferences around the country during the regular season. Package is non-refundable. Service automatically renews.††

	<u>Fire Code Occupancy</u>	<u>2009 Season Rate</u>	<u>2009 New Customer Offer*</u>	<u>Fire Code Occupancy</u>	<u>2009 Season Rate</u>	<u>2009 New Customer Offer*</u>
	1-100	\$523.98	\$445.98	1001-2000	\$1,763.97	\$1,498.98
	101-200	\$880.98	\$748.98	2001-5000	\$2,098.98	\$1,784.97
	201-500	\$1,101.99	\$935.97	5001+	\$2,308.98	\$1,962.99
	501-1000	\$1,322.97	\$1,123.98			

**Setanta Sports** A single source of viewing sports action from around the globe. See soccer action and exclusive coverage of the world's best rugby leagues, as well as first class international sports such as tennis, boxing, auto racing, superbikes and a variety of sports news and magazine news. Package is non-refundable. Service automatically renews.††

<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>
1-50	\$100	201-500	\$250
51-100	\$150	501+	\$300
101-200	\$200		

\*Applies to new, first time subscribers who did not take the seasonal sports service previously.

Blackout restrictions and other conditions apply to sports programming. All programming and pricing subject to change. HD: Number of HD channels varies based on package selection. RSN HD feed varies by territory. ††Seasonal sports subscription(s) will automatically continue each season provided DIRECTV carries this service, unless customer calls to cancel prior to the start of the season.

## SEASONAL SPORTS PACKAGES (CONT.)

## DIRECTV® Public Viewing Packages and Rates (Cont.)

**CricketTicket™2009** Exciting world-class cricket matches and India tours. Season dates are February 25, 2009 - February 28, 2010. Requires 36" international dish receiver. Package is non-refundable.

**\$999.00 per season**

### SPORTS PROGRAMMING

**Altitude Sports & Entertainment<sup>HD</sup>** Altitude Sports and Entertainment is a regional sports network that provides the Rocky Mountain region with sports programs including outdoor and lifestyle shows, and entertainment programs. Price based on EVO. Service automatically renews\*\*.

<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>	<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>
1-50	\$29.99	\$359.88	151-200	\$44.99	\$539.88
51-100	\$34.99	\$419.88	201+	\$49.99	\$599.88
101-150	\$39.99	\$479.88			

**Comcast SportsNet California<sup>HD</sup>** A 24-hour, 7-day-a-week premier sports and entertainment television network featuring the Sacramento Kings National Basketball Team, the WNBA Sacramento Monarchs, local, regional and national sporting events as well as sporting news and sports talk shows. Service automatically renews\*\*.

<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>	<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>
1-50	\$30.00	\$360	151-200	\$85.00	\$1,020
51-100	\$45.00	\$540	201+	\$110.00	\$1,320
101-150	\$60.00	\$720			

**Comcast SportsNet Chicago<sup>HD</sup>** A 24-hour Chicago-based regional sports network providing Chicago sports fans with in-depth local sports coverage. Service automatically renews\*\*.

<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>	<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>
1-50	\$30.00	\$360	151-200	\$85.00	\$1,020
51-100	\$45.00	\$540	201+	\$110.00	\$1,320
101-150	\$60.00	\$720			

**ESPN Networks<sup>HD</sup>** Your customers will enjoy four channels of 24-hour sports from a leader in sports coverage: ESPN<sup>HD</sup>, ESPN2<sup>HD</sup>, ESPNNews<sup>HD</sup>, ESPN Classic, and ESPN! Service automatically renews\*\*. Fee is non-refundable after renewal fee is paid.

**Monthly Fee.....\$54.99                      Annual Fee.....\$659.88**

**Fox Soccer Channel** A single source of viewing sports action from around the globe. See soccer action and exclusive coverage of the world's best rugby leagues, as well as first class international sports such as tennis, boxing, auto racing, superbikes and a variety of sports news and magazine news. Fee is non-refundable. Service automatically renews\*\*.

**Monthly Fee.....\$45.99                      Annual Fee.....\$499.00**

**Fox Sports en Español** The most complete information on major sporting events! Catch the excitement of high-profile, high quality sports programming like soccer, baseball, boxing, nightly sports news and original sports-focused programming. Fee is non-refundable. Service automatically renews\*\*.

**Monthly Fee.....\$44.99                      Annual Fee.....\$539.88**

**Fox Sports Net (FSN)<sup>HD</sup>** Get coverage of your local in-market professional teams, great collegiate action and much more on these regional sports networks from FSN: FSN North, Sun Sports, Fox Sports Networks, including FSN Arizona<sup>HD</sup>, FSN Detroit<sup>HD</sup>, FSN Midwest<sup>HD</sup>, FSN Northwest<sup>HD</sup>, FSN Pittsburgh<sup>HD</sup>, FSN Rocky Mountain<sup>HD</sup>, FSN South<sup>HD</sup>, FSN Southwest<sup>HD</sup>, FSN West<sup>HD</sup> and FSN Prime Ticket<sup>HD</sup>. Service automatically renews\*\*.

<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>	<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>
1-50	\$54.95	\$600	151-200	\$129.95	\$1,450
51-100	\$74.95	\$795	201+	\$154.95	\$1,755
101-150	\$99.95	\$1,125			

**Mid-Atlantic Sports Network<sup>HD</sup>** MASN is the television home of the Washington Nationals and the Baltimore Orioles. MASN serves the Mid-Atlantic region from Harrisburg, Pennsylvania to Charlotte, North Carolina including Delaware, Maryland, Virginia and the District of Columbia. Service automatically renews\*\*.

<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>	<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>
1-50	\$29.99	\$359.88	151-200	\$44.99	\$539.88
51-100	\$34.99	\$419.88	201+	\$49.99	\$599.88
101-150	\$39.99	\$479.88			

Blackout restrictions and other conditions apply to sports programming. All programming and pricing subject to change.  
 HD: Number of HD channels varies based on package selection. RSN HD feed varies by territory.

**SportsNet New York HD** A 24-hour, 7-day-a-week regional sports and entertainment network that is the TV home of the Mets and Jets and all things New York sports. SportsNet New York will feature over 120 New York Mets games and provides unparalleled live sports and local news coverage. Serves New York, Connecticut, and most of New Jersey and northeastern Pennsylvania. Service automatically renews\*\*.

<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>	<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>
1-50	\$55.00	\$660.00	151-200	\$125.00	\$1,500.00
51-100	\$75.00	\$900.00	201+	\$150.00	\$1,800.00
101-150	\$95.00	\$1,140.00			

**SportsTime Ohio HD** SportsTime Ohio is the Cleveland Indians' TV flagship, airing 130 Indians games with pre- and post-game coverage. This channel also offers a variety of other programming for Ohio-area sports fans. Service automatically renews\*\*.

<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>	<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>
1-50	\$35.00	\$420.00	151-200	\$65.00	\$780.00
51-100	\$45.00	\$540.00	201+	\$75.00	\$900.00
101-150	\$55.00	\$660.00			

**Tennis Channel HD** As the only 24-hour network dedicated to the players and lifestyle surrounding the sport, Tennis Channel offers live tournament coverage and classic matches from the past, interviews with current and former stars and tennis instruction.

**Monthly Fee.....\$19.99**

**The Big Ten Network HD** The Big Ten Network is dedicated to capturing the passion and tradition of the Big Ten Conference and its 11 storied universities; showcasing nearly 400 live sporting events each year, original campus programming, and providing the go-to destination for Big Ten alumni and fans across the nation.

**Monthly Fee.....\$39.99**

**The Golf Channel HD** Television's first and only 24-hour channel dedicated exclusively to golf. Includes coverage of world-class U.S. tournaments and international events, plus instructional programming.

**Monthly Fee.....\$24.99                      Annual Fee.....\$299.88**

**YES Network HD** Your source for up to 135 exclusive local New York Yankees baseball games, as well as New York Magazine shows and other Northeastern-related regional sports. YES Network will feature live games, with pre- and post-game coverage, other New York area games, replays, classic footage, sports highlights and interview shows. Service automatically renews\*\*.

**In-Market:** For viewers in New York, Connecticut, and portions of New Jersey and Pennsylvania rates are as follows:

<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>	<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>
1-50	\$55.00	\$599	151-200	\$150.00	\$1,599
51-100	\$75.00	\$819	201+	\$200.00	\$2,159
101-150	\$100.00	\$1,079			

**Out-of-Market:** Out-of-market customers will be able to view pre- and post-game coverage, as well as other Yankees-related programming. Please note: Yankees games carried on YES Network will be blacked out. To view live New York Yankees baseball, please refer to the MLB EXTRA INNINGS® package.

<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>
1-50	\$10.00	201-500	\$15.00
51-100	\$11.00	501-1,000	\$20.00
101-150	\$12.00	1,001-2,000	\$25.00
151-200	\$13.00	2,001+	\$37.50

**WWE® Blast Area** WWE® Blast Area combines the WWE's highly successful monthly pay per view events into a DIRECTV package capable of attracting a new—and loyal—customer base to your establishment. WWE's popularity spans all regions and all demographics. Fee is non-refundable.

<u>Estimated Viewing Occupancy</u>	<u>12 Month Rate</u>	<u>2009 A La Carte Rate*</u>	<u>2009 Promotional A La Carte Rate**</u>
1 - 50	\$1,800	\$300	\$150
51 - 100	\$3,000	\$500	\$250
101 - 200	\$4,200	\$700	\$350
201 - 500	\$6,000	\$1,000	\$500
501 - 750	\$7,500	\$1,250	\$625
751 - 1,000	\$10,000	\$1,700	\$850
1,001 - 1,500	\$15,000	\$2,500	\$1,250
1,501 - 2,000	\$20,000	\$3,500	\$1,750
2,001 - 5,000	\$25,000	\$4,200	\$2,100
5,001 - 10,000	\$30,000	\$5,000	\$2,500
10,001 +	\$35,000	\$6,000	\$3,000

\*Excludes WrestleMania; WrestleMania pricing is separate. Please call 888/200-4388 for more details.

\*\*Applies to new, first time WWE purchasers only and will be applied to annual packages if purchased.

Blackout restrictions and other conditions apply to sports programming. All programming and pricing subject to change.  
 HD: Number of HD channels varies based on package selection. RSN HD feed varies by territory. Local HD channels vary by territory.

**HD Business Package** Enhance your HD experience with a special group of 6 HD-only channels! Service automatically renews\*\*.

**Crime & Investigation HD** **MGM HD**, a channel dedicated to presenting great movies from MGM's film collection 24/7 **Palladia HD**, HD concerts, music videos, movies documentaries and original programming from MTV, VH1 and CMT **Smithsonian Channel HD**  
**HDNet Movies**, delivering commercial-free and full-length feature films

**Monthly Fee.....\$9.99**

**Local Channels** <sup>HD</sup> Local networks are now available in most metropolitan areas. Service automatically renews\*\*. For local channels availability by ZIP code, call customer service at 888/200-4388 or visit DIRECTV.com/local.



**Monthly Fee.....\$5.00**

**Annual Fee.....\$60.00**

**BabyFirstTV™** BabyFirstTV is America's first and only channel dedicated to babies and toddlers and supported by top child development experts. BabyFirstTV offers 24/7 commercial-free programs including best-selling baby DVDs with unique interactive features which provide an opportunity for baby to learn, play and explore alongside their parent. Service automatically renews\*\*.

**Monthly Fee.....\$6.99**

**Annual Fee.....\$83.88**

**Satellite Radio Channels** Enjoy America's Largest Play list with a wide range of music genres, talk shows and more. Receive up to 74 channels that can play through your television audio or stereo system. Service automatically renews\*\*.

XM for Business-A Taste of Italy*	The 40s	Cinemagic	Outlaw Country	The Blend
XM for Business-Classic Rewind*	The 50s	Classic Rewind	Pop2K	The Bridge
XM for Business-Loft*	The 60s	Classic Vinyl	Praise	The Groove
XM for Business-Pop2K*	The 70s	Coffee House	Prime Country	The Heat
XM for Business-Prime Country*	The 80s	Deep Tracks	Radio Disney	The Highway
XM for Business-Roadhouse*	The 90s	Enlighten	Real Jazz	The Joint
XM for Business-Sirius XM Love*	1st Wave	Escape	Roadhouse	The Loft
XM for Business-The 70s*	Alt Nation	Hair Nation	Sirius XM Chill	The Message
XM for Business-The 80s*	Area	Heart & Soul	Sirius XM Love	The Pulse
XM for Business-The Blend*	Backspin	Hip Hop Nation – XL	Sirius XM Pops	The Spectrum
XM for Business-The Pulse*	Bluegrass Junction	Kids Place Live	Sirius XM U	The Village
XM for Business-The Spa*	Bluesville	Liquid Metal – XL	Soul Town	Top 20 on 20
XM for Business-The Spectrum*	Bone Yard – XL	Lithium	Spa	Watercolors
XM for Business-Top 20 on 20*	BPM	Octane	Strobe	Willie's Place
XM for Business-Watercolors*	Caliente	On Broadway	Symphony Hall	

XL – may include frequent explicit language. The DIRECTV System has a feature which allows restricted access to channels.

\*100% interruption-free channels, exclusive to Commercial customers

**Monthly Fee.....\$29.99**

**Annual Fee..... \$359.88**

**INTERNATIONAL PROGRAMMING**

**Aastha** Aastha offers programming on India's rich cultural, spiritual, and social heritage, featuring devotional music and spiritual programs in Hindi, Gujarati, and English languages. Requires 36" international dish and capable receiver. Service automatically renews\*.

**Monthly Fee.....\$24.99**

**Annual Fee.....\$299.88**

**BanglaDirect™** Features programming including serials, news, feature films and music programs. BanglaDirect™ also includes special programs during festivals specific to the Bengal region. Requires 36" international dish and capable receiver. Service automatically renews\*.

**Monthly Fee.....\$24.99**

**Annual Fee.....\$299.88**

**FilipinoDirect™** The best in Filipino programming, with news, movies, talk shows, sports and regional programming, plus the popular GM Pinoy TV channel. Includes ABS-CBN News Channel, Cinema One Global, DWRR 101.9, DZMM Radio Patrol, The Filipino Channel, GMA Pinoy TV, Kapamilya Channel, MYX music channel, GEM NET and GMA Life TV. Requires 36" international dish and capable receiver. Service automatically renews\*.

**Monthly Fee.....\$42.99**

**Annual Fee.....\$515.88**

**GreekDirect™II** With comedy, news, drama, music, pop culture and more, GreekDirect II has programming for the whole family. Includes MEGA Cosmos, Alpha Sat, After Globe and GMTV. Service automatically renews\*.

**Monthly Fee.....\$44.99**

**Annual Fee.....\$539.88**

**HindiDirect™II** Comprehensive Hindi entertainment package including STAR PLUS - India's number one channel, STAR NEWS – a 24-hour Hindi news channel, MTV India, NDTV, STAR ONE, Cricket Plus, India Now, Filmy, UTV Movie Channel, NDTV Good Times and NDTV Profit (NEW!). Requires 36" international dish and capable receiver. Service automatically renews\*.

**Monthly Fee.....\$39.99**

**Annual Fee.....\$479.88**

**Jadeworld** Now you can get five Chinese-language channels in one affordable package! Channels include TVB1, TVB2, TVBS, TVB Entertainment, CCTV-4 and Tai Seng Entertainment. Requires DIRECTV Multi-Satellite System and telephone connection. Service automatically renews\*\*

**Monthly Fee.....\$44.99**

**Annual Fee.....\$539.00**

Blackout restrictions and other conditions apply to sports programming. All programming and pricing subject to change. HD: Number of HD channels varies based on package selection. RSN HD feed varies by territory.



# Public Viewing Order Form

DIRECTV Account #:

(Required when ordering additional services after account activation.)

Customer Name \_\_\_\_\_ Email Address \_\_\_\_\_

DBA \_\_\_\_\_ Contact Name \_\_\_\_\_

Service Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
(Street address must be given)

Service Phone Number \_\_\_\_\_ Service Fax Number \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Billing Phone Number \_\_\_\_\_ Billing Fax Number \_\_\_\_\_

ACCOUNT TYPE: PUBLIC/BAR NATIONAL FRANCHISE/BLK Ref. Code \_\_\_\_\_

Please choose one (Legal Structure): Sole Proprietorship Partnership Corporation LLC Government Agency

State of Organization (e.g., CA, NY, etc.): \_\_\_\_\_ Federal Tax ID Number: \_\_\_\_\_ Tax Exempt: YES NO

*If you are a government agency, non-profit organization, or direct payment company, attach copy of tax exemption certificate.*

Please choose your applicable type of establishment.

PUBLIC VIEWING: BAR/LOUNGE FAMILY RESTAURANT FINE DINING FAST FOOD SERV PUB ENTERTAINMENT

EVO: \_\_\_\_\_ FCO: \_\_\_\_\_

## Programming (please fill in)

By signing up for any DIRECTV programming services, subscriber is automatically eligible for Auto Renewal for the next season provided DIRECTV continues to carry the service.

	Monthly Fee*	Annual / Season*
<b>COMMERCIAL XTRA PACK Bundle Package</b> Pricing based on EVO. Service automatically renews**	\$	\$
<b>COMMERCIAL CHOICE PLUS Package</b> Pricing based on EVO. Service automatically renews**	\$	\$
<b>COMMERCIAL CHOICE Package</b> Pricing based on EVO. Service automatically renews**	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$

PURCHASE ORDERS NOT ACCEPTED.

TOTAL PAYMENT ENCLOSED\* \$

SEASONAL SPORTS SUBSCRIPTIONS: The following sports subscription service(s) are eligible for 3-pay option (billed in 3 equal amounts). PLEASE CHECK APPROPRIATE BOX IF ELECTING 3-PAY OPTION:

NFL SUNDAY TICKET™ NBA LEAGUE PASS NHL® CENTER ICE® MLB EXTRA INNINGS® CricketTicket™ ESPN GamePlan ESPN Full Court

### Payment Options

Check Enclosed Visa MasterCard Optima American Express Discover Card

Name as it appears on credit card: \_\_\_\_\_ Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Amount to charge against credit card (total payment): \$ \_\_\_\_\_ I authorize the use of this credit card for reoccurring payment? Yes No

Signature of Cardholder: \_\_\_\_\_ Date: \_\_\_\_\_

Customer Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Commercial Dealer Information

I certify that the foregoing information is to the best of my knowledge, complete and accurate, and that I have verified the accuracy of the information that is referenced in the contracts and attachments by personally visiting the above-referenced establishment.

Commercial Sales Agent Name: \_\_\_\_\_ Commercial Dealer Number: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Signature of Sales Agent: \_\_\_\_\_ Date: \_\_\_\_\_

# DIRECTV Commercial Viewing Agreement

Effective as of January 2006, until replaced

**CONTACTING DIRECTV:** You may contact our DIRECTV Business Service Center by calling 1-888-200-4388 or by writing to: **DIRECTV Business Service Center**, P.O. Box 5392, Miami, FL 33152-5392.

## DEFINITIONS:

As used in this Agreement:

"DIRECTV," "we," "us," or "our" means DIRECTV, Inc. or any of its authorized commercial sales agents;

"You," "your," or "Customer" means the entity identified below that is responsible for the payment of fees and charges to us;

"Access Card" means the conditional access card inserted into the DIRECTV System receiver unit used in the reception of DIRECTV® programming services;

"DIRECTV System" means the equipment, including the Access Card, that is used to receive DIRECTV programming services;

"Marks" means any trademarks, symbols, logos, etc. whether owned by DIRECTV or a third party(s), that are used in connection with or are otherwise associated with the Service(s), as defined below; and

"Service(s)" means DIRECTV programming including subscriptions, sports, music and other programming) and any other services that we may provide to you under this Agreement.

**1) AGREEMENT TO TERMS AND CONDITIONS:** You promise to pay amounts billed by us for the Services and related fees, taxes, and charges. We have the right to require payment in advance of activation of your account for any or all services, related fees, taxes and charges. You authorize DIRECTV to make inquiries into your credit worthiness, including receipt and review of credit bureau information. And, based on the results of such credit inquiry we may refuse to provide Services to you. We reserve the right to change these terms and conditions, including the Applicable Fees and Charges identified below. If any changes are made, we will send you a written notice describing the change and its effective date. If a change is not acceptable to you, you may cancel your service; provided, however, that if you do cancel service you will not be entitled to a refund of any prepaid subscription amounts paid in connection with any DIRECTV offer or promotion. If you do not cancel your service within 14 days after the date of the written notice describing the change, your continued receipt of any service is considered to be your acceptance of that change.

**2) BILLING STATEMENTS AND PAYMENTS:** We will send you a statement for each billing cycle in which you have an outstanding balance (usually once every 30 days). Statements will show: a) payments, credits, purchases, and any other charges to your account; and b) the amount you owe to DIRECTV and the date the payment is due. Payment must be made via check or money order payable to DIRECTV in U.S. Dollars. We reserve the right, but not the obligation, to accept credit card payments made in U.S. Dollars. Payment of the outstanding balance is due in full upon receipt of the bill. If we do not receive payment from you before your next statement is issued, we have the right to inactivate your service upon the expiration of any applicable grace period with respect to the amount due. We may, but are not required to, accept partial payments from you. If partial payments are made and accepted, they will be applied to statements starting with the oldest outstanding statement.

**3) PAYMENT FOR SERVICE:** You promise to pay for: a) all DIRECTV programming and other services ordered by you or anyone who uses your DIRECTV System(s), whether with or without your permission, through all periods until you cancel the subscription and other services; b) administrative fees and any other fees as provided for in this Agreement or by applicable law; and c) all taxes or other governmental fees, which are now or may in the future be assessed because you receive our service. If you paid for an annual subscription to any DIRECTV programming service and your account is past due for any amounts owed to us, your annual subscription may, at our sole discretion, be converted to a monthly subscription. This conversion will prorate your annual subscription and all monies owed to us to the present date. The resulting credit, if any, shall be applied to any past due amounts, and any remaining credit is applied to your future monthly services.

**4) QUESTIONS ABOUT YOUR BILL:** If you think your statement is incorrect or if you need more information about an item on your statement, you can contact DIRECTV Customer Service in writing at the address or phone number indicated above. You must contact us within sixty (60) days of the date you receive the statement on which the error or problem appeared. Undisputed portions of the statement must be paid before the next statement is issued to avoid an Administrative Late Fee and possible inactivation of services. Please contact us promptly if your service and/or billing address changes.

**5) CLOSING YOUR ACCOUNT:** You may inactivate or modify services you receive, or cancel your account, by notifying DIRECTV Customer Service. If you cancel your account, you are still responsible for payment of all outstanding balances accrued through the date of cancellation or any early termination fees or penalties pursuant to this Agreement and the terms and conditions of any other promotional offer which you participated in.

**6) FEES AND CHARGES:** You understand and agree that we do not extend credit to customers and that any charges or fees assessed for late payments, returned payments, and reactivation are not interest charges. You understand and agree that all such fees are either as prescribed by law in the state in which your service address is located or are reasonably related to the actual expense we incur or are

required to expend as a result of late or unsatisfied payment. In the case of late payment or non-payment for any of the DIRECTV programming services you ordered or any of the charges stated below, you understand and agree that we may report such late payment or non-payment to the appropriate credit reporting agencies. Following activation of your account, charges for some programming services are non-refundable, regardless of the services.

**Access Card Replacement Fee:** If you report to DIRECTV Customer Service that the Access Card for your DIRECTV System receiver unit is lost, damaged, defective, or stolen, and our evaluation of the Access Card (if available) does not reveal unauthorized tampering or modification, then we agree to replace the Access Card upon your request. You will be charged an Access Card Replacement Fee of \$20.00, which includes shipping. Your Access Card will only work in the DIRECTV System receiver unit that came with it. **Administrative Late Fee:** If we do not receive your payment before your next statement is issued, you may be charged an Administrative Late Fee of up to \$25.00. **Change of Service Fee:** If you request a change of DIRECTV Service from one programming package to another, you may be charged a Change of Service Fee of up to \$10.00. **Deposits:** If your service is inactivated because you did not submit payment on time or for any other reason, in addition to payment of past due amounts, we may require a deposit before reactivating your programming service. Deposits shall not earn or accrue interest. **Duplicate Statement Fee:** For each statement copy requested, you may be charged a Duplicate Statement Fee of up to \$5.00. **Reactivation Fee:** If your DIRECTV programming service is inactivated in accordance with your request or because of your failure to pay past due amounts and you want to reactivate the service, you agree to pay a Reactivation Fee of up to \$15.00, in addition to bringing your account up to date by payment in full of any outstanding balance, fees, and charges. **Returned Payment Fee:** If the bank or other financial institution on which your payment is drawn refuses to pay us for any reason and the check, money order, credit card payment, or other instrument is returned to us unpaid, you agree to pay a Returned Payment Fee of up to \$15.00. **Additional DIRECTV System Receiver Authorization Fee:** For private viewing customers, we may charge you a fee, as set forth on the rate card (if applicable), for each additional DIRECTV System receiver that you request to be authorized to receive the same programming via continuous connection to the same land-based telephone as your initial DIRECTV System receiver ("Additional Receivers"). Each Additional Receiver must be located at the same address as the initial DIRECTV System receiver, which address is identified as the "Service Address" in the Application attached hereto. We reserve the right to limit the number of the Additional Receivers that you may use and to establish rules for such use. Any additional receiver not continuously connected to the identified land-based telephone line shall be deemed a primary receiver and you shall be charged accordingly. **DIRECTV® PAY PER VIEW Order Assistance Fee:** For private viewing customers, the most convenient method of ordering DIRECTV® PAY PER VIEW services is by using the on-screen program guide and DIRECTV remote control unit to select the movies and other events we offer. To use this method, your DIRECTV System receiver must be continuously connected to a land telephone line. If you order a DIRECTV® PAY PER VIEW movie or event over the telephone by calling DIRECTV Customer Service, a DIRECTV® PAY PER VIEW Order Assistance Fee of up to \$10.00 may be charged to your account for each DIRECTV® PAY PER VIEW movie or event, or other service that you order with Customer Service's assistance, whether or not you later cancel the order.

**7) CHANGES IN PROGRAMMING SERVICE AND FEES/SERVICE RENEWAL:** We reserve the right to change the programming packages, programming services, or other services we offer, and our prices or fees, at any time. We may also rearrange, delete, add to, or otherwise change the services. For any changes to the programming packages, prices, or fees that are within our control, we will notify you of the change and its effective date. If the change is not acceptable to you, you may cancel your programming service in whole or in part; provided, however, that if you do cancel service you will not be entitled to a refund of any prepaid subscription amounts paid in connection with any DIRECTV offer or promotion. If you do not cancel your service within 30 days, your continued receipt of any DIRECTV programming service after the effective date of the change will be deemed to be your acceptance of that change, and you will continue to be responsible for payment. DIRECTV programming services that you subscribe to on a periodic basis may be renewed automatically, provided we continue to carry the service, unless you contact DIRECTV Customer Service to cancel the services.

**8) COLLECTION OF AMOUNTS OWED TO US:** If we choose to use any collection agency or attorney to collect money that you owe us or to assert any other right which we may have against you, you agree to pay the reasonable costs of collection or other action.

**9) LIMITATION OF LIABILITY/EXCLUSION OF WARRANTIES:** DIRECTV IS NOT RESPONSIBLE FOR INTERRUPTIONS OF SERVICE THAT ARE REASONABLY BEYOND OUR CONTROL INCLUDING, WITHOUT LIMITATION, ACTS OF GOD, POWER FAILURE, OR ANY OTHER CAUSE. OUR LIABILITY FOR ANY INTERRUPTION OF SERVICE SHALL NOT EXCEED THE PROGRAMMING FEES DIRECTLY ATTRIBUTABLE TO THE PERIOD OF TIME DURING WHICH SERVICE WAS INTERRUPTED. WE SHALL NOT BE LIABLE FOR COSTS OF PROCUREMENT OF SUBSTITUTE GOODS OR SERVICES, NOR FOR ANY LOSS OF PROFITS, LOSS OF BUSINESS, LOSS OF USE, INTERRUPTION OF BUSINESS, OR OTHER INDIRECT, SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES OF ANY KIND ARISING OUT OF THIS AGREEMENT, HOWEVER CAUSED AND ON ANY THEORY OF LIABILITY, INCLUDING, BUT NOT LIMITED TO, NEGLIGENCE, EVEN IF WE HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH LOSS, AND NOTWITHSTANDING ANY FAILURE OF ESSENTIAL PURPOSE

OF ANY LIMITED REMEDY. WE MAKE NO WARRANTY, EITHER EXPRESS OR IMPLIED, REGARDING THE DIRECTV EQUIPMENT OR ANY SERVICES PROVIDED TO YOU. ALL SUCH WARRANTIES ARE EXPRESSLY EXCLUDED. WE ALSO ARE NOT RESPONSIBLE FOR ANY INCIDENTAL OR CONSEQUENTIAL DAMAGES RELATING TO THE DIRECTV EQUIPMENT. IN ADDITION, WE SHALL HAVE NO LIABILITY TO ANY PERSON OR ENTITY DUE TO OR BASED ON THE CONTENT OR YOUR EXHIBITION OF ANY OF THE PROGRAMMING OR OTHER SERVICES PROVIDED BY US INCLUDING, BUT NOT LIMITED TO, LIABILITY FOR THE PAYMENT OF ANY REQUIRED MUSIC LICENSE FEES. YOU ACKNOWLEDGE THAT YOUR DIRECTV EQUIPMENT HAS BEEN ACQUIRED SEPARATE AND APART FROM THIS AGREEMENT. ANY RIGHTS AND REMEDIES WITH RESPECT TO THE DIRECTV EQUIPMENT MUST BE HANDLED DIRECTLY WITH THE MANUFACTURER OR SUPPLIER OF SUCH EQUIPMENT.

**10) LIABILITY FOR UNAUTHORIZED USE:** If your DIRECTV equipment is stolen or otherwise removed from your premises without your authorization, you must notify DIRECTV Customer Service immediately, but in any event not more than 5 days after such removal, or else you may be liable for payment to us for unauthorized use of your DIRECTV System. You will not be liable for unauthorized use after we receive notification.

**11) RULES FOR USE; TERMINATION:** You are hereby granted the right to receive, exhibit and use the Services in accordance with the terms and conditions set forth in this Agreement, subject to the following rules for use with which you agree to comply. Admission may not be charged for the viewing of, or listening to, any Service(s) provided by us. The Services may not be rebroadcast, transmitted, performed, recorded, duplicated, transcribed and distributed in real-time or near real-time (i.e., provide a "running account") or cablecast. Notwithstanding the foregoing, operation of an authorized DIRECTV digital video recorder, and its intended applications, within the confines of the location shall not be deemed a violation of this Agreement. If you become aware that any third party is rebroadcasting, transmitting, reselling, performing, recording, duplicating, or cablecasting any or all of the Services (whether at your premises or otherwise), or that any third party is receiving, decoding, and/or exhibiting any or all of the Services without authorization from us or at any location other than that which has been authorized by us, you shall notify us immediately and cooperate with us, at our expense for reasonable out-of-pocket expenses, in taking steps to prevent such unauthorized use. No Service provided to you under this Agreement may be used for any unlawful purpose and you shall abide by any and all federal, state, and local rules and regulations applicable to its use and/or exhibition of the Services. You agree that all Services will be exhibited in entirety, in original form and as provided by us, without any modifications, additions (including the addition of a crawl line), or deletions to any of the Services. The music services, including XM Satellite Radio, shall be used only as accompaniment to routine activities, such as, but not limited to, work, shopping, conversation, dining, and relaxation, and shall not be used as an accompaniment to dancing or to serve as an adjunct to any other physical activity (e.g. skating) and for which there is no admission fee charged. You shall not use any of the Marks for any purpose whatsoever and, you agree not to do so unless you receive express written consent from us. You must execute and abide by any and all agreements required by programming provider(s) in connection with your use and/or DIRECTV's provision of such programming services to you, if any. You shall comply with all applicable DIRECTV requirements with respect to directly and continuously connecting the DIRECTV System receivers to the land-based telephone line identified therein as being associated with each such receiver. Information regarding programming services that you have ordered is transmitted via the land-based telephone line(s) identified therein. In addition, we may immediately inactivate any or all services provided to you if the telephone line(s) identified therein are not performing in accordance with our requirements. DIRECTV, or its authorized agent, shall have the right to inspect your DIRECTV System at any time during your normal business hours. If we reasonably determine that you are in breach of any of these rules for use, or of your obligations under this Agreement, we may immediately inactivate any or all Services provided to you. If Services to you are so inactivated, in addition to the indemnification obligations described below, you are still responsible for payment of all outstanding balances accrued through the date of inactivation. DIRECTV System Access Cards are the property of DIRECTV, Inc. Any tampering or other unauthorized modification to the Access Card may result in, and subject you to, legal action.

**12) PROGRAMMING BLACKOUTS; INDEMNIFICATION:** Certain programming Services we transmit may be blacked out or otherwise unavailable to commercial customers in your local reception area due to legal, contractual, or other restrictions. If you circumvent or attempt to circumvent any of these blackouts or programming restrictions, you may be subject to legal action. YOU AGREE TO INDEMNIFY, DEFEND, AND HOLD DIRECTV, ITS OFFICERS, EMPLOYEES, AGENTS AND REPRESENTATIVES HARMLESS FROM AND AGAINST ANY AND ALL CLAIMS, DAMAGES, LIABILITIES, EXPENSES (INCLUDING REASONABLE ATTORNEYS' FEES AND COSTS OF LITIGATION), LOSSES, JUDGMENTS, AND ASSESSMENTS OF ANY KIND WHATSOEVER DIRECTLY OR INDIRECTLY RESULTING FROM YOUR BREACH OF ANY OF YOUR OBLIGATIONS UNDER THIS AGREEMENT, INCLUDING, BUT NOT LIMITED TO, THOSE IMPOSED BY THIS SECTION.

**13) SALE/TRANSFER OF EQUIPMENT OR PROGRAMMING SERVICES:** You agree to notify us immediately, but in any event not more than 5 days, after you move, sell, give away, or otherwise transfer your DIRECTV equipment to anyone else. You are considered the registered owner of the DIRECTV equipment and recipient of the DIRECTV programming services until we receive such notice, and you may be liable for any charges or fees incurred by the use of your DIRECTV equipment by anyone else up to the time that we receive your notice. You may not assign or transfer your programming service or any or your rights and obligations under this Agreement without our prior written consent. If you do, we may inactivate your service.

**14) APPLICABLE LAW; ENTIRE AGREEMENT:** This Agreement shall be governed by applicable federal law, the rules and regulations of the Federal Communications Commission, and the laws of the State of California and are subject to amendment, modification, or termination if required by such regulations or laws. In the event that any of the provisions or portions of this agreement are held to be unenforceable or invalid, the validity and enforceability of the remaining provisions or portions will not be affected. This Agreement contains the entire understanding of the parties and supersedes any other prior negotiations, discussions, and agreements between you and DIRECTV.

**15) CERTIFICATION AND REPRESENTATIONS OF AUTHORITY; FULL DISCLOSURE:** By the signature below, you indicate your unconditional acceptance of the terms and conditions contained in this Agreement. You certify that all of the below-referenced information is true and correct. You understand that your provision of any false or misleading information shall be deemed by us to constitute a breach of this Agreement. Each person signing this Agreement represents and warrants that (s)he is authorized to execute and deliver this Agreement and that the signature of no one else is required to bind that party. You have had the opportunity to consult with an attorney or any other person/entity of your choosing for legal/professional advice prior to executing this Agreement. Further, you have read and understand the contents, terms, conditions, and effects of this entire Agreement.

**16) ARBITRATION:** Any claim or dispute arising out of, or relating to, this Agreement which cannot be settled by the parties shall be resolved according to binding arbitration conducted in accordance with the Commercial Arbitration Rules of the American Arbitration Association then in effect. The decision of the arbitrator shall be final and binding on the parties and any award of the arbitrator may be entered in any court of competent jurisdiction. Notwithstanding the foregoing, the arbitrator shall not be authorized to award punitive damages with respect to any such controversy, claim or dispute. The cost of any arbitration hereunder shall be paid by the party determined by the arbitrator to not be the prevailing party, or otherwise allocated in an equitable manner as determined by the arbitrator.

**BASED ON YOUR ESTABLISHMENT, PLEASE CHECK THE APPROPRIATE BOX:**

**Public viewing customers:** You acknowledge and agree that DIRECTV programming and services shall only be displayed or exhibited at establishments wherein the usage and viewing is generally accessible to the public and/or the establishment's clientele and/or in common areas (such as waiting room/area or lobby) AND (1) the establishment's primary source of revenue is derived from the sale of food/beverage for immediate consumption, or (2) the establishment is, or is located within or affiliated within, a hospitality or entertainment establishment (such as a bar, restaurant, diner, stadium, casino, club, cafe, theater) and food/beverage is served for immediate consumption, or (3) the establishment charges, as a part of its primary business operation, admission, cover charge or minimum charge. You represent and warrant that your primary business is either in the hospitality and/or restaurant/bar industries in accordance with the foregoing.

**Business viewing customers:** You acknowledge and agree that DIRECTV programming and services shall only be displayed or exhibited at establishments wherein the usage and viewing is generally accessible to the public and/or the establishment's clientele and/or in common areas (such as waiting room/area or lobby) AND (1) the establishment's primary source of revenue is not derived from the sale of food/beverage for immediate consumption, AND (2) the establishment is not a hospitality or entertainment establishment, or is not located within or affiliated within, a hospitality or entertainment establishment (such as a bar, restaurant, diner, stadium, casino, club, cafe, theater), AND (3) the establishment does not charge admission, cover charge or minimum charge. You represent and warrant that your primary business is neither in the hospitality and/or restaurant/bar industries.

**Private viewing customers:** You acknowledge and agree that DIRECTV programming and services shall only be displayed or exhibited at commercial establishments at which persons will view the Services in areas that are not accessible to the public. You represent and warrant that you shall not display or exhibit, and shall not permit others to display or exhibit, in any manner whatsoever, any of the Services it receives in areas accessible to the public and/or common areas. You further represent and warrant that your primary business is neither a satellite master antenna television supported facility containing multiple individual commercial units or in the hospitality and/or restaurant/bar industries and is not accessible to the public. Services include any DIRECTV® Pay Per View Services available to you. The Services may not be viewed in areas accessible to the public and/or common areas.

**AGREED TO AND ACCEPTED BY CUSTOMER:**

\_\_\_\_\_  
AUTHORIZED CUSTOMER SIGNATURE DATE

\_\_\_\_\_  
NAME OF AUTHORIZED OFFICER/AGENT & TITLE

\_\_\_\_\_  
NAME OF COMMERCIAL ESTABLISHMENT