

# General Market Offers

**BONUS!**

Save an additional \$5/mo. for 12 months on ENTERTAINMENT Package and above.

ENTERTAINMENT Package OVER 140 CHANNELS	CHOICE™ Package OVER 150 CHANNELS	XTRA Package OVER 205 CHANNELS	ULTIMATE Package OVER 225 CHANNELS	PREMIER™ Package OVER 285 CHANNELS
\$54.99/mo.: Regular Price - \$25.00/mo.: National Offer Instant Savings (No customer redemption required)	\$64.99/mo.: Regular Price - \$30.00/mo.: National Offer Instant Savings (No customer redemption required)	\$70.99/mo.: Regular Price - \$31.00/mo.: National Offer Instant Savings (No customer redemption required)	\$77.99/mo.: Regular Price - \$33.00/mo.: National Offer Instant Savings (No customer redemption required)	\$124.99/mo.: Regular Price - \$33.00/mo.: National Offer Instant Savings (No customer redemption required)
- \$5.00/mo.: Instant Savings (No customer redemption required. Low-risk customers only.)	- \$5.00/mo.: Instant Savings (No customer redemption required. Low-risk customers only.)	- \$5.00/mo.: Instant Savings (No customer redemption required. Low-risk customers only.)	- \$5.00/mo.: Instant Savings (No customer redemption required. Low-risk customers only.)	- \$5.00/mo.: Instant Savings (No customer redemption required. Low-risk customers only.)
<b>\$24<sup>99</sup></b> MO. FOR 12 MONTHS with 24-month agreement**	<b>\$29<sup>99</sup></b> MO. FOR 12 MONTHS with 24-month agreement** Regional Sports Fee may apply.	<b>\$34<sup>99</sup></b> MO. FOR 12 MONTHS with 24-month agreement** Regional Sports Fee may apply.	<b>\$39<sup>99</sup></b> MO. FOR 12 MONTHS with 24-month agreement** Regional Sports Fee may apply.	<b>\$39<sup>99</sup></b> MO. for mos. 1-3 with \$47/mo. bill credit <b>\$86<sup>99</sup></b> MO. for mos. 4-12 with 24-month agreement** Regional Sports Fee may apply.

**2013 NFL SUNDAY TICKET with NFL SUNDAY TICKET MAX upgrade**

**INCLUDED at no extra charge\***

Sports subscriptions auto-renew each season. See page 7.



**3 FREE Months: HBO starz SHOWTIME. CINEMAX** Premiums roll to \$47/mo. at month 4

**Lock in 2 years of savings with Advanced Receiver Service†**

Low-risk HD DVR or Genie™ HD DVR customers only, who enroll in and maintain a qualifying package, Auto Bill Pay, Paperless Billing and provide a valid email address, save \$10/mo. for 24 months on Advanced Receiver Service.

**4 FREE UPGRADES: 1 GENIE™ HD DVR & UP TO 3 GENIE MINI CLIENTS^ OR 4 HD RECEIVERS**

Low-risk customers only. Free Genie HD DVR & up to 3 Genie Mini Client lease upgrades OR 4 free HD Receiver lease upgrades (only if the 1st AP lease upgrade is an HD Receiver).

To qualify for a FREE upgrade to a Genie HD DVR, at least one Genie Mini Client is required. \$99 fee applies for single-room setup. Medium-risk customers pay \$99 for Genie HD DVR and get up to 3 Genie Mini Client lease upgrades OR 4 free AP lease upgrades (HD DVR+3 HD Receivers or 4 free HD Receivers). Fee customers pay regular equipment fees listed below.



**Add a GenieGO™ device for \$99** (after \$50 instant rebate; normally \$149) when customer takes a Genie™ HD DVR.\*\*

**HD CHANNELS INCLUDED IN EVERY PACKAGE** (Requires HD equipment and Advanced Receiver fee)

**FREE STANDARD PROFESSIONAL INSTALLATION:** In up to 4 rooms. (Up to two SD Receivers for fee-paid customers)

**FREE DIRECTV CINEMA® CONNECTION KIT** (For all non-fee HD DVR customers)

- ADVANCED RECEIVER SERVICE:** \$25/mo. (Required for all HD DVRs, Genie HD DVR & TiVo® HD DVRs)
  - ADVANCED RECEIVER-HD: \$10/mo. (Required for all HD Receivers)
  - ADVANCED RECEIVER-DVR: \$10/mo. (Required for all DVR Receivers)
- TIVO® SERVICE:** \$5/mo. (In addition to the Advanced Receiver fee of \$25/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, GenieGO™ GameSearch™, YouTube, Spanish UI, DIRECTV2PC video streaming, DIRECTV CINEMA® (satellite downloads)
- EQUIPMENT FEES:** SD Receiver: \$69 | DVR Receiver: \$99 | HD Receiver: \$99 | Genie Mini Client: \$99 | HD DVR & TiVo® HD DVR: \$199 | Genie HD DVR: \$299 | GenieGO: \$149
- ADDITIONAL TV FEE:** If you have two receivers and/or one receiver and a Genie Mini Client/RVU-enabled TV/Device, the fee is \$6/mo. For the 3rd and each additional receiver and/or Genie Mini Client/RVU-enabled TV/Device on your account, you are charged an additional fee of \$6/mo. per receiver, Genie Mini Client and/or RVU-enabled TV/Device.
- REGIONAL SPORTS FEE:** In certain markets, a \$3/mo. Regional Sports Fee will be assessed with CHOICE™ Package or above.

**ADD MONTHLY PREMIUMS:**

1 = \$12.99 (\$17.99 with HBO)	4 = \$42 (\$47 with HBO)
2 = \$24 (\$29 with HBO)	5 = \$54 (Recommend PREMIER™ to XTRA and ULTIMATE customers)
3 = \$34 (\$39 with HBO)	

**PREMIUMS INCLUDE:**



**The ultimate TV experience deserves the latest equipment. Customers can get upgrades every two years and protection for their whole system!**

**\$7<sup>99</sup>** MO.

DIRECTV OFFERS REQUIRE 24-MONTH AGREEMENT.\*\* Offers end 10/2/13. Credit card required (except in MA & PA). New approved customers only (lease required). \$19.95 Handling & Delivery fee may apply. Applicable use tax adjustment may be added to the retail value of the installation. Programming, pricing and offers are subject to change and may vary in certain markets.

CREDIT/PROGRAMMING OFFER: IF BY THE END OF PROMOTIONAL PRICE PERIOD(S) CUSTOMER DOES NOT CONTACT DIRECTV TO CHANGE SERVICE THEN ALL SERVICES WILL AUTOMATICALLY CONTINUE AT THE THEN-PREVAILING RATES. Free HBO, SHOWTIME and Cinemax for three months, a value of \$141. LIMIT ONE PROGRAMMING OFFER PER ACCOUNT. Featured package/service names and current prices: ENTERTAINMENT \$54.99/mo.; CHOICE \$64.99/mo.; XTRA \$70.99/mo.; ULTIMATE \$77.99/mo.; PREMIER \$124.99/mo. Advanced Receiver fee \$25/mo. In certain markets, a \$3/mo. Regional Sports Fee will be assessed with CHOICE Package or above. Prices include the following instant bill credits for 12 months: \$30 for ENTERTAINMENT Package, \$36 for CHOICE Package, \$36 for XTRA Package and \$38 for ULTIMATE Package or above. \$10 CREDIT OFFER: To receive the \$10 bill credit for 24 months on your Advanced Receiver fee (required for Genie HD DVR or HD DVR lease), customer must activate and maintain the ENTERTAINMENT Package or OPTIMO MÀS Package or above, Auto Bill Pay and Paperless Billing.



**MÁS LATINO®**  
Package  
OVER **105** CHANNELS  
• Over 50 in Spanish<sup>1</sup> • Over 55 in English

\$34.99/mo.: Regular Price  
- \$12.00/mo.: National Offer Instant Savings with ABP (No customer redemption required)

**\$22.99\***  
FOR 12 MONTHS  
with 24-month agreement\*\*

**ÓPTIMO MÁS™**  
Package  
OVER **175** CHANNELS  
• Over 60 in Spanish<sup>1</sup> • Over 115 in English

\$48.99/mo.: Regular Price  
- \$14.00/mo.: National Offer Instant Savings with ABP (No customer redemption required)  
- \$5.00/mo.: National Offer Instant Rebate (No customer redemption required)  
- \$5.00/mo.: Instant Savings (No customer redemption required. Low-risk customers only.)

**\$24.99\***  
FOR 12 MONTHS  
with 24-month agreement\*\*

**MÁS ULTRA™**  
Package  
OVER **215** CHANNELS  
• Over 65 in Spanish<sup>1</sup> • Over 145 in English

\$64.99/mo.: Regular Price  
- \$15.00/mo.: National Offer Instant Savings with ABP (No customer redemption required)  
- \$10.00/mo.: National Offer Instant Rebate (No customer redemption required)  
- \$5.00/mo.: Instant Savings (No customer redemption required. Low-risk customers only.)

**\$34.99\***  
FOR 12 MONTHS  
with 24-month agreement\*\*  
Regional Sports Fee may apply.

**LO MÁXIMO™**  
Package  
OVER **320** CHANNELS  
• Over 75 in Spanish<sup>1</sup> • Over 240 in English

\$124.99/mo.: Regular Price  
- \$15.00/mo.: National Offer Instant Savings with ABP (No customer redemption required)  
- \$10.00/mo.: National Offer Instant Rebate (No customer redemption required)  
- \$5.00/mo.: Instant Savings (No customer redemption required. Low-risk customers only.)

**\$47.99\*** MO. for mos. 1-3 with \$47/mo. bill credit  
**\$94.99\*** MO. for mos. 4-12  
with 24-month agreement\*\*  
Regional Sports Fee may apply.

**2013 NFL SUNDAY TICKET with NFL SUNDAY TICKET MAX Upgrade**

**INCLUDED at no extra charge\***  
Sports subscriptions auto-renew each season. See page 7.



**3 FREE Months: SHOWTIME.**  
Premium rolls to \$12.99/mo. at month 4

**3 FREE Months: HBO starz SHOWTIME CINEMAX**  
Premiums roll to \$47/mo. at month 4

**Lock in 2 years of savings with Advanced Receiver Service†**  
Low-risk HD DVR or Genie HD DVR customers only, who enroll in and maintain a qualifying package, Auto Bill Pay, Paperless Billing and provide a valid email address, save \$10/mo. for 24 months on Advanced Receiver Service.

**4 FREE UPGRADES: 1 GENIE™ HD DVR & UP TO 3 GENIE MINI CLIENTS^ OR 4 HD RECEIVERS**  
Low-risk customers only. Free Genie HD DVR & up to 3 Genie Mini Client lease upgrades OR 4 free HD Receiver lease upgrades (only if the 1st AP lease upgrade is an HD Receiver). To qualify for a FREE upgrade to a Genie HD DVR, at least one Genie Mini Client is required. \$99 fee applies for single-room setup. Medium-risk customers pay \$99 for Genie HD DVR and get up to 3 Genie Mini Clients OR 4 free AP lease upgrades (HD DVR+3 HD Receivers or 4 free HD Receivers). Fee customers pay regular equipment fees listed below.

**PLUS!**  **Add a GenieGO™ device for \$99** (after \$50 instant rebate; normally \$149) when customer takes a Genie™ HD DVR.\*\*

**FREE STANDARD PROFESSIONAL INSTALLATION:** MÁS LATINO: In up to two rooms; ÓPTIMO MÁS and above: In up to 4 rooms. (Up to two SD Receivers for fee-paid customers)

**FREE DIRECTV CINEMA® CONNECTION KIT** (For all non-fee HD DVR customers)

- ADVANCED RECEIVER SERVICE: \$25/mo. (Required for all HD DVRs, Genie HD DVR & TiVo® HD DVRs)
- ADVANCED RECEIVER-HD: \$10/mo. (Required for all HD Receivers)
- ADVANCED RECEIVER-DVR: \$10/mo. (Required for all DVR Receivers)
- TIVO® SERVICE: \$5/mo. (In addition to the Advanced Receiver fee of \$25/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, GenieGO™, GameSearch™, YouTube, Spanish UI, DIRECTV2PC video streaming, DIRECTV CINEMA® (satellite downloads)
- EQUIPMENT FEES: SD Receiver: \$69 | DVR Receiver: \$99 | HD Receiver: \$99 | Genie Mini Client: \$99 | HD DVR & TiVo® HD DVR: \$199 | Genie HD DVR: \$299 | GenieGO: \$149
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- REGIONAL SPORTS FEE: In certain markets, a \$3/mo. Regional Sports Fee will be assessed with MÁS ULTRA Package or above.

**ADD MONTHLY PREMIUMS:**

1 = \$12.99 (\$17.99 with HBO)	4 = \$42 (\$47 with HBO)
2 = \$24 (\$29 with HBO)	5 = \$54
3 = \$34 (\$39 with HBO)	

**PREMIUMS INCLUDE:**



**The ultimate TV experience deserves the latest equipment. Customers can get upgrades every two years and protection for their whole system.†**

**\$7.99 MO.**

**DIRECTV OFFERS REQUIRE 24-MONTH AGREEMENT.\*\*** Offers end 10/2/13. Credit card required (except in MA & PA). New approved customers only (lease required). \$19.95 Handling & Delivery fee may apply. Applicable use tax adjustment may apply on the value of the installation. Programming, pricing and offers are subject to change and may vary in certain markets. 1 Spanish channel counts include English-language broadcast channels with alternate Spanish audio.

**SPANISH BILL CREDIT/PROGRAMMING OFFER: IF BY THE END OF PROMOTIONAL PRICE PERIOD(S) CUSTOMER DOES NOT CONTACT DIRECTV TO CHANGE SERVICE THEN ALL SERVICES WILL AUTOMATICALLY CONTINUE AT THE THEN-PREVAILING RATES.** FREE SHOWTIME for three months, a value of \$38.97. Free HBO, STARZ, SHOWTIME and Cinemax for three months, a value of \$141. LIMIT ONE PROGRAMMING OFFER PER ACCOUNT. Featured package/service names and current prices: MÁS LATINO \$34.99/mo.; ÓPTIMO MÁS \$48.99/mo.; MÁS ULTRA \$64.99/mo.; LO MÁXIMO \$124.99/mo. Advanced Receiver fee \$25/mo. In certain markets, a \$3/mo. Regional Sports Fee will be assessed with MÁS ULTRA Package or above. Prices include the following instant bill credits for 12 months: \$12 for MÁS LATINO Package, \$14 for ÓPTIMO MÁS Package and \$15 for MÁS ULTRA Package and above; plus an additional \$10/mo. for ÓPTIMO MÁS Package and \$15/mo. for MÁS ULTRA Package and above. To remain eligible for full credit amounts, customer must activate and maintain a qualifying package and Auto Bill Pay. **\$10 CREDIT OFFER:** To receive the \$10 bill credit for 24 months on your Advanced Receiver fee (required for Genie HD DVR or HD DVR lease), customer must activate and maintain the ENTERTAINMENT Package or ÓPTIMO MÁS Package or above, Auto Bill Pay and Paperless Billing.

**DIRECTV PROTECTION PLAN:** Limitations and exclusions apply. Please see terms and conditions for complete program details. Asurion Service Plans, Inc. and Asurion Service Plans of Florida, Inc. are the obligors of the DIRECTV PROTECTION PLANS. An industry standard service fee applies when a repair or replacement is required for TVs, computers, laptops or tablets. There is a \$2,000 per claim limit and a \$6,000 rolling 12-month claim limit. For full terms and conditions, please visit directv.com/protection. **EQUIPMENT UPGRADE OFFER:** Available for a limited time in any 24-month period for qualifying customers only (lease required). Qualification based on DIRECTV PROTECTION PLAN tenure. Residential customers only. Go to directv.com/myaccount and sign in to see what offer is currently available to you.