



2011 WINTER OFFER NEW CUSTOMER PUBLIC VIEWING AGREEMENT FORM

ALL PROGRAMMING AND PRICING SUBJECT TO CHANGE AT ANY TIME.

Establishment Name / DBA *

Phone # *

Fax # *

Email Address

Service Address *

City *

State *

ZIP Code *

Dealer Name*

Dealer # *

* = Mandatory

Offers available until 2/08/12. 24-month agreement required:

Package	Estimated Viewing Occupancy (EVO)	Regular Rate (Monthly)	Promotional Rate (Monthly)
COMMERCIAL XTRA™ PACK FREE for 4 months [†]	1 - 100	\$114.99	\$0.00 For 4 months (with ABP)
COMMERCIAL XTRA™ PACK with Local Channels [†]	1 - 100	\$114.99	\$49.99 for 3 months (with ABP)
COMMERCIAL XTRA™ PACK with Local Channels [†]	1 - 100	\$114.99	\$74.99 for 12 months (with ABP)
COMMERCIAL CHOICE® PLUS with Local Channels ^{††}	101 - 150	\$251.99	\$183.99 for 12 months (with ABP)
COMMERCIAL CHOICE® PLUS with Local Channels ^{††}	151 - 200	\$295.99	\$216.99 for 12 months (with ABP)
COMMERCIAL CHOICE® PLUS with Local Channels ^{††}	201 - 500	\$339.99	\$249.99 for 12 months (with ABP)
COMMERCIAL CHOICE® PLUS with Local Channels ^{††}	501 - 1,000	\$359.99	\$264.99 for 12 months (with ABP)
COMMERCIAL CHOICE® PLUS with Local Channels ^{††}	1,001 - 2,000	\$382.99	\$282.99 for 12 months (with ABP)
COMMERCIAL CHOICE® PLUS with Local Channels ^{††}	2001+	\$409.99	\$300.99 for 12 months (with ABP)
COMMERCIAL CHOICE® with Local Channels ^{††}	1 - 50	\$56.99	\$51.99 for 12 months (with ABP)
COMMERCIAL CHOICE® with Local Channels ^{††}	51 - 100	\$67.99	\$62.99 for 12 months (with ABP)
COMMERCIAL CHOICE® with Local Channels ^{††}	101 - 150	\$78.99	\$73.99 for 12 months (with ABP)
COMMERCIAL CHOICE® with Local Channels ^{††}	151 - 200	\$96.99	\$91.99 for 12 months (with ABP)
COMMERCIAL CHOICE® with Local Channels ^{††}	201 - 500	\$107.99	\$102.99 for 12 months (with ABP)
COMMERCIAL CHOICE® with Local Channels ^{††}	501 - 1,000	\$125.99	\$120.99 for 12 months (with ABP)
COMMERCIAL CHOICE® with Local Channels ^{††}	1,001 - 2,000	\$152.99	\$147.99 for 12 months (with ABP)
COMMERCIAL CHOICE® with Local Channels ^{††}	2001+	\$174.99	\$169.99 for 12 months (with ABP)
COMERCIAL MAS UTRA™ with Local Channels [†]	All tiers	\$59.99	\$39.99 for 12 months (with ABP)

Offers available until 2/08/12: COMMERCIAL BASIC™ and one (1) or more International Add-on Package(s) and 24-month agreement required:

COMMERCIAL BASIC™ with Local Channels ^{†^}		\$19.99	\$14.99 for 12 months (with ABP)
International Add-On	Monthly Rate	International Add-On	Monthly Rate
DISHA India [^]	\$24.99	RussianDirect™ [^]	\$39.99

FilipinoDirect™^	\$42.99	RussianDirect™II^	\$45.99
HindiDirect™II^	\$39.99	TeluguDirect™^	\$24.99
Jadeworld®^	\$44.99	TFCDirect™^	\$32.99
KoreanDirect™^	\$36.99	VietDirect™ HONVIETV^	\$34.99
MandarinDirect™III^	\$29.99	VietDirect™ VHN^	\$29.99
RTR Planeta^	\$24.99		

Offers end 2/08/12, on approved credit. New commercial customers only. Pricing based on Estimated Viewing Occupancy (EVO). 24-month programming agreement required. † Local channels will be activated automatically in markets where available. *Rates are \$5.00 less where local channels are not available. \$14/mo. outlet fee for the 3rd and each additional receiver applies to COMMERCIAL XTRA™ PACK and COMERCIAL MAS ULTRA™ accounts. Promotional rates are based on bill credits applied beginning in month 2 of your monthly subscription for the duration of the promotional offer. Additional \$5.00/mo. credit for 12 months after signing up for Auto Bill Pay and with activation of the COMMERCIAL CHOICE package or above. Final price does not include applicable state sales tax. Applicable taxes will be added monthly to your account. ^Requires subscription to a base package. ^^Requires international add-on package; not available standalone.

DIRECTV HD Access Offer:

Yes, I would like to receive DIRECTV® HD Access FREE for 3 months.

By checking this box, I agree to activate COMMERCIAL CHOICE® or above including Local Channels (where available) without interruption for twenty-four (24) consecutive months in order to receive HD Access free for 3 months. **Cannot be combined with 4 Months free of COMMERCIAL XTRA Pack with purchase of NFL SUNDAY TICKET offer.**

HD ACCESS OFFER: To access DIRECTV HD programming, HD Access fee (\$25.00/mo.) and HD equipment are required. Number and type of HD channels varies by package. 24-month base programming agreement required. Upon DIRECTV System activation, DIRECTV will credit the new customer's account for 3 consecutive months for HD access provided account is in "good standing," as determined by DIRECTV in its sole discretion, to remain eligible. In the fourth month, HD ACCESS will automatically continue at the then prevailing rate. **LIMIT ONE HD ACCESS BILL CREDIT OFFER PER ACCOUNT.**

SonicTap® Music Channels Offer:

Yes, I would like to receive SonicTap® Music Channels FREE for three months.

By checking this box, I agree to activate COMMERCIAL CHOICE® or above including Local Channels (where available) without interruption for twenty-four (24) consecutive months in order to receive SonicTap® Music Channels free for 3 months. **Cannot be combined with 4 Months free of COMMERCIAL XTRA Pack with purchase of NFL SUNDAY TICKET offer.**

SONICTAP MUSIC CHANNELS OFFER: 24 month agreement to a Commercial base programming package or above is required. Customer will receive the SonicTap Music Channels Package provided account is in "good standing," as determined by DIRECTV in its sole discretion, to remain eligible for three months. In the fourth month, the SonicTap Music Channels Package will automatically roll to pay and continue at the then prevailing rate. **LIMIT ONE SONICTAP MUSIC CHANNELS CREDIT OFFER PER ACCOUNT.**

NHL® CENTER ICE® Save over \$170 Programming Offer – Based on EVO listed below:

EVO	2011-12 New Customer Pricing	2011-12 3-Pay New Customer Pricing
1-50	\$524.97	\$174.99
51-100	\$674.97	\$224.99
101-150	\$935.97	\$311.99
151-200	\$1,190.97	\$396.99
201-350	\$1,547.97	\$515.99
351-500	\$1,847.97	\$615.99
501+	\$2,297.97	\$765.99
Casinos	\$2,297.97*	\$765.99*

*Casino retail rate shown above.

Yes, I would like to receive the NHL® CENTER ICE® Save over \$170 Programming Offer.

By checking this box, I agree to activate NHL CENTER ICE and the COMMERCIAL CHOICE® package or above including Local Channels (where available) without interruption for 24 consecutive months.

Credit card may be required. 24-month programming agreement required. Actual number of games varies by market. Blackout rules and other conditions apply to all sports programming. **NHL CENTER ICE PROGRAMMING/BILL CREDIT OFFER:** To receive NHL CENTER ICE, a DIRECTV commercial subscription to a base programming package or above is required. Programming charges based on Estimated Viewing Occupancy (EVO). Customers must order by 1/8/12 and activate by 2/7/12 to be eligible for the 3-pay option. **IN THE EVENT OF EARLY DISCONNECT, THE REMAINING BALANCE OF NHL CENTER ICE WILL BE CHARGED TO CUSTOMERS ACCOUNT. LIMIT ONE NHL CENTER ICE PROMOTIONAL OFFER PER ACCOUNT. HD ACCESS OFFER:** To access DIRECTV HD programming, HD Access fee (\$25/mo.) and HD equipment are required. Number of HD channels varies by package. 24-month base programming agreement required. Offer void where prohibited or restricted. Pricing is commercial. Taxes not included. Receipt of DIRECTV programming subject to terms of DIRECTV Commercial Customer Viewing Agreement; copy provided with new customer information packet. **NHL CENTER ICE continues automatically provided DIRECTV carries this service, unless the customer calls 1-866-771-1523 to cancel prior to the start of the season.** Programming, pricing, terms and conditions subject to change at any

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NHL® CENTER ICE® Payment Options (please check one):

NHL® CENTER ICE® Three-Month Payment Plan

If activated by 2/7/12, you agree to three monthly payments of \$174.99 or above based on EVO due upon activation.

NHL® CENTER ICE® One-time Full Payment

If activated by 4/7/12, you agree to one full payment of \$524.97 or above based on EVO due upon activation.

ESPN FULL COURT Save over \$75 Programming Offer – Based on FCO listed below:

FCO	2011-12 New Customer Pricing	2011-12 3-Pay New Customer Pricing
1-100	\$460.98	\$153.66
101-200	\$768.99	\$256.33
201-500	\$986.97	\$328.99
501-1000	\$1,152.99	\$384.33
1001-2000	\$1,537.98	\$512.66
2001-5000	\$1,829.97	\$609.99
5001+	\$1,998.99	\$666.33

Yes, I would like to receive the ESPN FULL COURT Save over \$75 Programming Offer.

By checking this box, I agree to activate ESPN FULL COURT and the COMMERCIAL CHOICE® package or above including Local Channels (where available) without interruption for 24 consecutive months. Offers end 3/20/12, on approved credit. New ESPN FULL COURT commercial customers only. Credit card may be required. 24-month programming agreement required.

Games telecast locally may be included in ESPN FULL COURT. Actual number of games varies by market. Blackout rules and other conditions apply to all sports programming. **ESPN FULL COURT PROGRAMMING/BILL CREDIT OFFER:** To receive ESPN FULL COURT, a DIRECTV commercial subscription to a base programming package or above is required. Programming charges based on Fire Code Occupancy (FCO). Customers must order by 12/21/11 and activate by 1/20/12 to be eligible for the 3-pay option. IN THE EVENT OF EARLY DISCONNECT, THE REMAINING BALANCE OF ESPN FULL COURT WILL BE CHARGED TO CUSTOMERS ACCOUNT **LIMIT ONE ESPN FULL COURT BILL CREDIT PROMOTIONAL OFFER PER ACCOUNT.** 24-month base programming agreement required. Offer void where prohibited or restricted. Pricing is commercial. Taxes not included. Receipt of DIRECTV programming subject to terms of DIRECTV Commercial Customer Viewing Agreement; copy provided with new customer information packet. **ESPN FULL COURT continues automatically provided DIRECTV carries this service, unless the customer calls 1- 877-561-3257 to cancel prior to the start of the season.** Programming, pricing, terms and conditions subject to change at any time.

ESPN FULL COURT Payment Options (please check one):

ESPN FULL COURT Three-Month Payment Plan

If activated by 1/20/12 you agree to three monthly payments of \$153.66 or above based on FCO due upon activation.

ESPN FULL COURT One-Time Full Payment

If activated by 3/20/12, you agree to one full payment of \$460.98 or above based on FCO due upon activation.

NFL SUNDAY TICKET™ Based on FCO listed below:

FCO	2011 New Customer Pricing
1-50	\$699.99
51-100	\$869.97
101-200	\$1,999.98
201-350	\$2,865.99
351-500	\$3,212.97
501-750	\$3,472.98
751-1000	\$4,341.99
1001-1500	\$6,945.99
1501-2000	\$8,682.99
2001-5000	\$16,799.97
5001-10000	\$32,992.98
10001+	\$39,899.97

Yes, I would like to receive the NFL SUNDAY TICKET™ Save over \$325 Programming Offer.

By checking this box, I agree to activate NFL SUNDAY TICKET™ and the COMMERCIAL CHOICE® package or above including Local Channels (where available) without interruption for twenty four (24) consecutive months.

NFL SUNDAY TICKET OFFER: In order to receive NFL SUNDAY TICKET, customer must subscribe to a Commercial base programming package with a 24 month agreement. 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. Upon DIRECTV System activation, 1- pay customers with the NFL SUNDAY TICKET promotional offer will receive a discount of up to \$13,300.02 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. The remaining balance of NFL SUNDAY TICKET will be charged to customers account in the event of early disconnect. **LIMIT ONE NFL SUNDAY TICKET OFFER PER ACCOUNT.** Offer void where prohibited or restricted. DIRECTV programming, pricing, terms and conditions subject to change at any time. **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.** Taxes not included.

NFL SUNDAY TICKET™ Payment Options (please check one):

NFL SUNDAY TICKET™ One-Time Full Payment

If activated by 1/01/12, you agree to one full payment of \$699.99 or above based on FCO to be billed upon activation.

I agree to activate the COMMERCIAL XTRA™ PACK, COMMERCIAL CHOICE® PLUS, COMMERCIAL CHOICE®, COMERCIAL MAS ULTRA™ or COMMERCIAL BASIC™ including Local Channels (where available) without interruption for twenty-four (24) consecutive months in order to receive said credits. Additional \$5.00/mo. credit for 12 months after signing up for Auto Bill Pay and with activation of the COMMERCIAL CHOICE package or above. **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 two-year term, or otherwise fail to pay for any required services during this term, I shall be charged an early cancellation fee of \$480, plus applicable taxes. This cancellation fee is proratable. Commercial pricing for this package is subject to change at any time. Offers void where prohibited or restricted. 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.

Signature: _____

Date: _____

Print Name: _____

Blackout restrictions and other conditions apply to all sports programming. Actual number of games varies by market due to blackout rules and other conditions. COMMERCIAL XTRA pack (regularly \$114.99/mo.) includes local channels, COMMERCIAL XTRA (\$65.99/mo.), SPORTS PACK (\$12.99/mo.) and outlet fees for two receivers (\$36.01/mo.). Additional outlet fees \$14.00/mo. per receiver. Pricing for COMMERCIAL XTRA Pack based on Estimated Viewing Occupancy (EVO of 1-100 only). ****HARDWARE OFFER:** Programming agreement, as defined by customer's commercial programming rate card, required. DVR service (\$7.00/mo.) activation required for DVR and HD DVR equipment. HD equipment also requires HD Access fee of \$25.00/mo. Up to four free HD or SD receivers for COMMERCIAL XTRA PACK and COMMERCIAL CHOICE PLUS customers. Up to two free HD or four SD receivers (no more than four total) per COMMERCIAL CHOICE and COMERCIAL MAS ULTRA customer, Up to two free HD or SD receivers per COMMERCIAL BASIC customer. Make and model of system at DIRECTV's sole discretion. Offer void where prohibited or restricted. All DIRECTV Receivers must be continuously connected to the same land-based phone line. **HD ACCESS:** To access DIRECTV HD programming, HD Access fee (\$25.00/mo.) and HD equipment are required. Number of HD channels varies by package. **INSTALLATION:** Standard professional commercial installation is free for COMMERCIAL XTRA PACK, COMMERCIAL CHOICE PLUS and COMERCIAL MAS ULTRA customers only. \$49 standard installation fee applies to COMMERCIAL CHOICE and COMMERCIAL BASIC customers. Complex/Custom installation extra. Applicable use tax adjustment may apply on the retail value of the installation. All DIRECTV Receivers must be continuously connected to the same land-based phone line. ©2011 DIRECTV, Inc. DIRECTV, the DIRECTV for BUSINESS logo are trademarks of DIRECTV, Inc. All other trademarks and service marks are the property of their respective owners.

Please return completed form via fax to: 1-800-933-4631 OR via overnight delivery to DIRECTV Business Service Center, ATTN: COMMERCIAL PUBLIC VIEWING NEW CUSTOMER OFFER 15001 NW 79th Court Miami Lakes, FL 33016