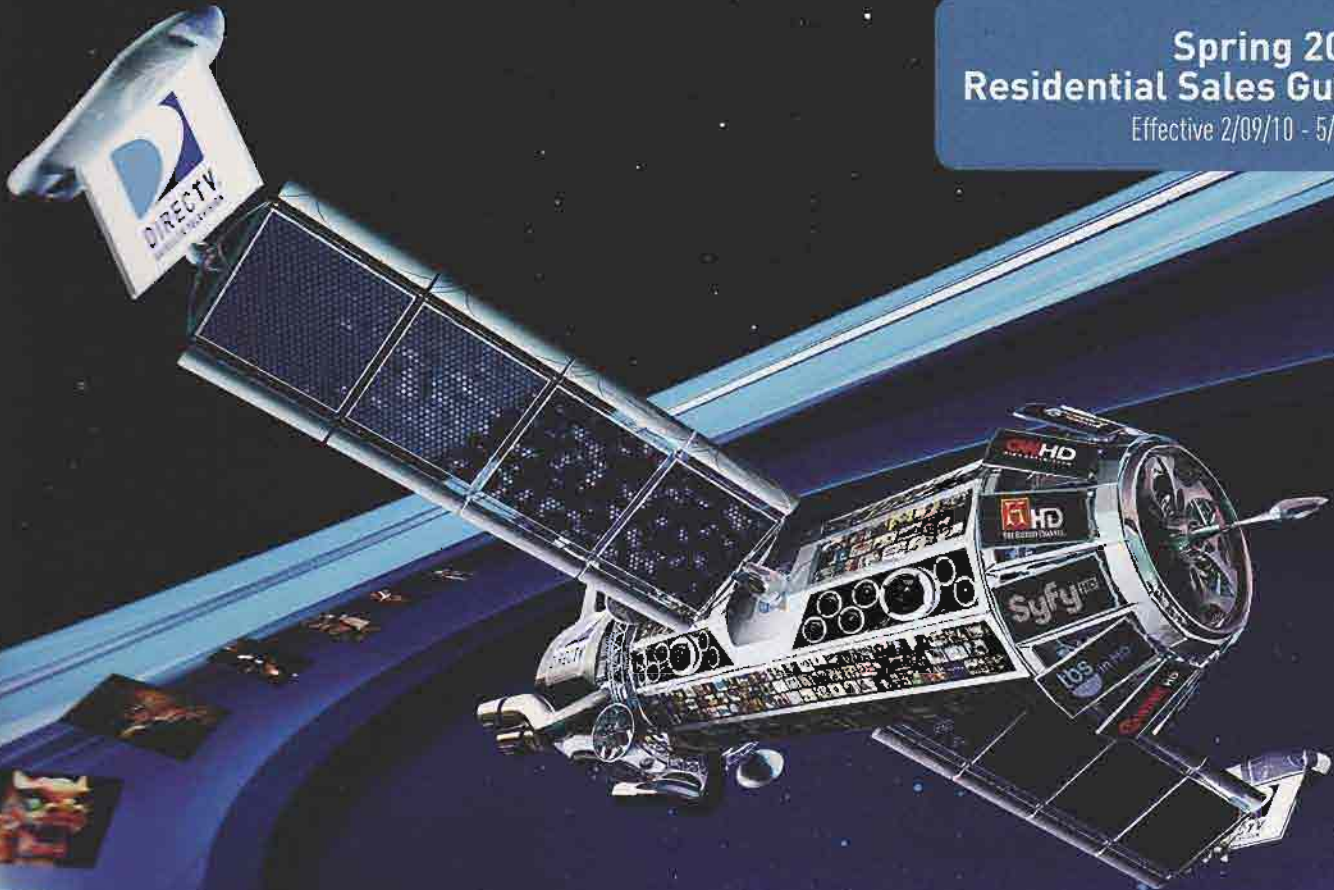
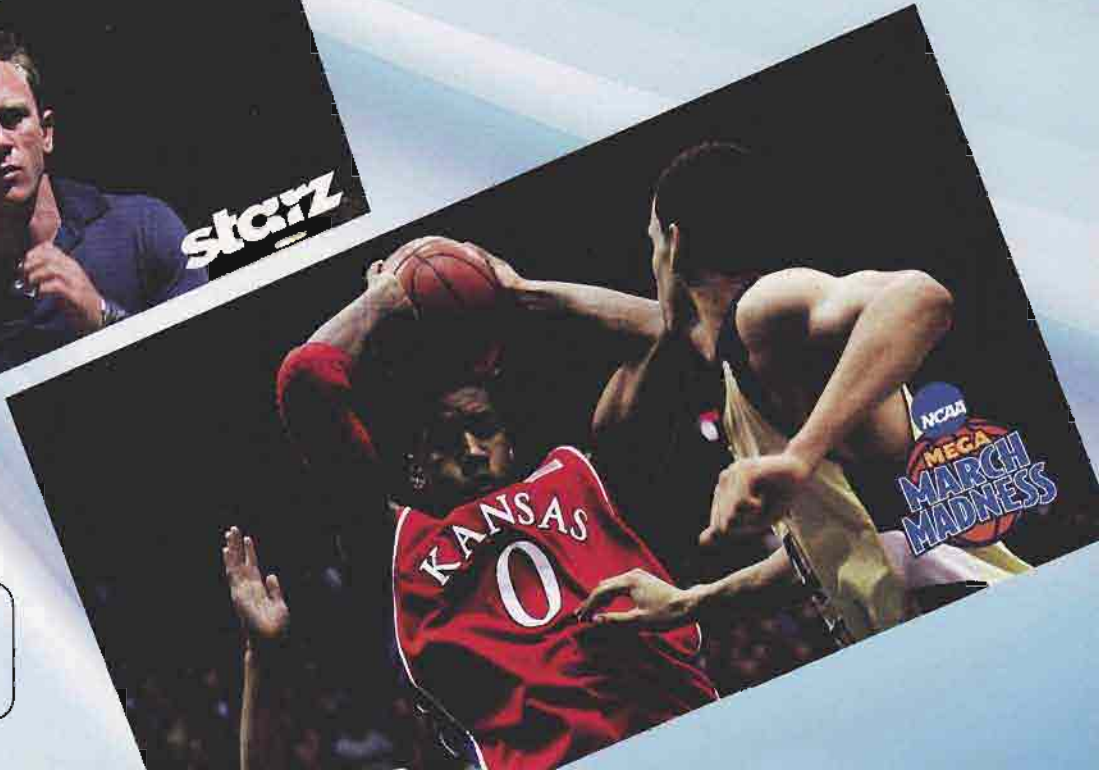


Spring 2010
Residential Sales Guide
Effective 2/09/10 - 5/03/10



WITH CAPACITY FOR OVER 200 HD CHANNELS COMING
**NOBODY IN THE UNIVERSE
COMPETES WITH DIRECTV.**



PREPARED BY DIRECTV SALES TRAINING DEPARTMENT. NOT FOR PUBLICATION
OR CUSTOMER DISTRIBUTION. Programming, pricing, terms and conditions
subject to change at any time. For assistance with understanding packages, offers
and more, contact DIRECTV Retail Services at 800-323-1994.

SPRING OFFER HIGHLIGHTS

GENERAL MARKET

- **NEW** programming package – **CHOICE ULTIMATE™** with 11 premium movie channels!
- **SAVE** up to **\$29.00 per month** with **CHOICE™** and above (after online rebates, email alert consent and Auto Bill Pay)
- **3 FREE** months of **STARZ®** and **SHOWTIME**, with **CHOICE XTRA™** and above
- **3 FREE** months of **SHOWTIME**, with **CHOICE™**
- **PLUS DVR™ Package** and **PLUS HD DVR™ Package** are retired (but grandfathered for current customers)

SPANISH LANGUAGE (DIRECTV MÁS™)

- **NEW** programming package – **MÁS ULTRA DEPORTES™**
- **SAVE** up to **\$18.00 per month** with **OPTIMO MÁS™** and above (after online rebates, email alert consent and Auto Bill Pay)
- **3 FREE** months of **STARZ™** and **SHOWTIME**, with **MÁS ULTRA DEPORTES™** and above
- **3 FREE** months of **SHOWTIME**, with **MÁS ULTRA™**
- **OPTIMO MÁS PLUS DVR™ Package** is retired (but grandfathered for current customers)

INTERNATIONAL PACKAGES (WORLD DIRECT)

- **NEW** programming package – **BASIC CHOICE™**
- **SAVE** up to **\$19.00 per month** with **PREFERRED CHOICE™** (after online rebates, email alert consent and Auto Bill Pay)
- **3 FREE** months of **STARZ®** and **SHOWTIME**, with **PREFERRED CHOICE™**
- **BASIC™ Package** is retired (but grandfathered for current customers)

ALL PROGRAMMING PACKAGES

- **DVR Service** increases to **\$7.00/mo.**
- Annual price increases for all base packages reflected in offer grids



THE SPRING OFFERS

EFFECTIVE 2/09/10 - 5/03/10

UP TO \$29 OFF
for 12 months

with National Online Rebate Offer, enrollment in Auto Bill Pay program and consent to receive email

3 FREE MONTHS

starz SHOWTIME

with CHOICE XTRA™ and above

FREE LEASE UPGRADE

to a DVR, HD Receiver or HD DVR
with CHOICE XTRA™ and above

	THE FAMILY™ PACKAGE	THE CHOICE™ PACKAGE	THE CHOICE XTRA™ PACKAGE	THE CHOICE ULTIMATE™ PACKAGE	THE PREMIER™ PACKAGE
REGULAR PRICING	\$29 ⁹⁹ /mo. Over 50 Channels	\$58 ⁹⁹ /mo. Over 150 Channels	\$63 ⁹⁹ /mo. Over 210 Channels	\$68 ⁹⁹ /mo. Over 225 Channels Including 11 premium movie channels!	\$114 ⁹⁹ /mo. Over 285 Channels
SAVINGS OFFER	EVERYDAY LOW PRICE \$29⁹⁹/mo.	SAVE OVER \$385 \$29⁹⁹/mo. for 12 months after rebates*	SAVE OVER \$615 \$34⁹⁹/mo. for 12 months after rebates*	SAVE OVER \$615 \$39⁹⁹/mo. for 12 months after rebates*	SAVE OVER \$615 \$85⁹⁹/mo. for 12 months after rebates*
		3 FREE MONTHS starz SHOWTIME Premium rolls to \$12.99/mo. at month 4	3 FREE MONTHS starz SHOWTIME Premiums roll to \$24/mo. at month 4	3 FREE MONTHS starz SHOWTIME Premiums roll to \$24/mo. at month 4	3 FREE MONTHS starz SHOWTIME \$24/mo. credit for 3 months
HD ACCESS, DVR SERVICE AND RECEIVERS	Add DVR Service for just \$7.00/mo. Add HD Access for just \$10.00/mo. EQUIPMENT FEES SD Receiver: \$69 DVR: \$99 HD Receiver: \$99 HD DVR: \$199 LEASE FEE \$5.00/mo. Lease Fee required for 2nd and each additional receiver Up to 4 SD Receivers with no Equipment Fee**				
	No hardware rebates available	No hardware rebates available	AFTER INSTANT REBATE, GET A FREE LEASE UPGRADE TO A DVR, HD RECEIVER OR HD DVR***	AFTER INSTANT REBATE, GET A FREE LEASE UPGRADE TO A DVR, HD RECEIVER OR HD DVR***	AFTER INSTANT REBATE, GET A FREE LEASE UPGRADE TO A DVR, HD RECEIVER OR HD DVR***
			FREE Lease Upgrade to 2nd HD Receiver or \$100 off a 2nd HD DVR for customers who take an HD Receiver or HD DVR as their 1st receiver*** SELECT IN CLOSING TOOLS TAB		
PREMIUM CHANNELS	ADD PREMIUMS 1 = \$12.99 (\$14.99 if HBO) 2 = \$24 (\$26 if HBO) 3 = \$34 (\$36 if HBO) 4 = \$42 (\$44 if HBO) 5 = \$51	ADD PREMIUMS 1 = \$12.99 (\$14.99 if HBO) 2 = \$24 (\$26 if HBO) 3 = \$34 (\$36 if HBO) 4 = \$42 (\$44 if HBO) 5 = \$51	ADD PREMIUMS 1 = \$12.99 (\$14.99 if HBO) 2 = \$24 (\$26 if HBO) 3 = \$34 (\$36 if HBO) 4 = \$42 (\$44 if HBO) 5 = GET PREMIER™	ADD PREMIUMS 1 = \$12.99 (\$14.99 if HBO) 2 = \$24 (\$26 if HBO) 3 = \$34 (\$36 if HBO) 4 = \$42 (\$44 if HBO) 5 = GET PREMIER™	PREMIUMS INCLUDED HBO starz SHOWTIME cineplex GREAT FACTS



SIMPLE TIP TO ENSURE CUSTOMER SATISFACTION

■ Remind customers to submit their rebate online before installation to receive the rebate on their first bill

Offer requires \$24 bill credit for 12 months after rebate, plus an additional \$5 with online rebate, enrollment in Auto Bill Pay program and consent to email alerts required. **Up to two standard receivers with no equipment fee for fee paid customers: \$5.00/line. HD Access fee (\$10.00/mo.) required for HD or HD DVR lease. HD Access fee (\$10.00/mo.) required for HD or HD DVR lease. ***Advanced product instant rebate available for select customers only, with qualifying base package. Programming, prices, terms and conditions subject to change at any time. Applicable use tax adjustment may apply on the retail value of the installation. LIMIT TWO ADVANCED EQUIPMENT PER DIRECTV ACCOUNT. See page 22 for full offer details.

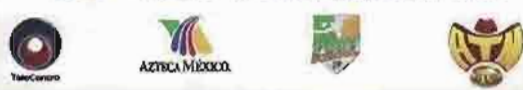
DIRECTV MÁS™ PACKAGES

	THE OPTIMO MÁS™ PACKAGE	THE MÁS ULTRA™ PACKAGE	THE MÁS ULTRA DEPORTES™ PACKAGE	THE LO MÁXIMO™ PACKAGE
REGULAR PRICING	<p>\$47⁹⁹/mo.</p> <p>Over 160 Channels</p> <ul style="list-style-type: none"> Over 50 in Spanish* Over 105 in English <p>Perfect for:</p> <ul style="list-style-type: none"> Families whose primary language is Spanish Have preference for Spanish language programming 	<p>\$57⁹⁹/mo.</p> <p>Over 195 Channels</p> <ul style="list-style-type: none"> Over 55 in Spanish* Over 120 in English <p>Perfect for:</p> <ul style="list-style-type: none"> Households with a mix of Spanish and English speaking family members Enjoy a diverse mix of programming options 	<p>\$62⁹⁹/mo.</p> <p>Over 200 Channels</p> <ul style="list-style-type: none"> Over 55 in Spanish* Over 125 in English <p>Perfect for:</p> <ul style="list-style-type: none"> Households with a mix of Spanish and English speaking family members Customers who want more sports 	<p>\$114⁹⁹/mo.</p> <p>Over 295 Channels</p> <ul style="list-style-type: none"> Over 55 in Spanish* Over 220 in English <p>Perfect for:</p> <ul style="list-style-type: none"> Bilingual families who want the most and best entertainment Price is no object
SPRING OFFER	<p>SAVE \$13/mo. for 12 mos. after National Offer rebate</p> <p>SAVE \$5/mo. for 12 mos. with online rebate, enrollment in Auto Bill Pay program and consent to receive email (see page 19 for details)</p>			
	<p>SAVE OVER \$215</p> <p>\$29⁹⁹/mo.</p> <p>for 12 months after rebates**</p>	<p>SAVE OVER \$450</p> <p>\$39⁹⁹/mo.</p> <p>for 12 months after rebates**</p> <p>3 FREE MONTHS</p> <p>SHOWTIME</p> <p>Premium rolls to \$12.99/mo. at month 4</p>	<p>SAVE OVER \$485</p> <p>\$44⁹⁹/mo.</p> <p>for 12 months after rebates**</p> <p>3 FREE MONTHS</p> <p>stargz SHOWTIME</p> <p>Premium rolls to \$24/mo. at month 4</p>	<p>SAVE OVER \$485</p> <p>\$96⁹⁹/mo.</p> <p>for 12 months after rebates**</p> <p>3 FREE MONTHS</p> <p>stargz SHOWTIME</p> <p>\$24/mo. credit for 3 months</p>
HD ACCESS, DVR SERVICE AND RECEIVERS	<p>Add DVR Service for just \$7.00/mo.</p> <p>Add HD Access for just \$10.00/mo.</p> <p>EQUIPMENT FEES SD Receiver: \$69 DVR: \$99 HD Receiver: \$99 HD DVR: \$199</p> <p>LEASE FEE \$5.00/mo. Lease Fee required for 2nd and each additional receiver</p> <p>Up to 4 SD Receivers with no Equipment Fee***</p>			
	No hardware rebates available	AFTER INSTANT REBATE GET FREE LEASE UPGRADE TO A DVR, HD RECEIVER OR HD DVR*	AFTER INSTANT REBATE GET FREE LEASE UPGRADE TO A DVR, HD RECEIVER OR HD DVR*	AFTER INSTANT REBATE GET FREE LEASE UPGRADE TO A DVR, HD RECEIVER OR HD DVR*
	<p>FREE Lease Upgrade to 2nd HD Receiver or \$100 off a 2nd HD DVR for customers who take an HD Receiver or HD DVR as their 1st receiver*** SELECT IN CLOSING TOOLS TAB</p>			
PREMIUM CHANNELS	<p>ADD PREMIUMS</p> <p>1 = \$12⁹⁹ (\$14⁹⁹ if HBO)</p> <p>2 = \$24 (\$26 if HBO)</p> <p>3 = \$34 (\$36 if HBO)</p> <p>4 = \$42 (\$44 if HBO)</p> <p>5 = \$51</p>	<p>ADD PREMIUMS</p> <p>1 = \$12⁹⁹ (\$14⁹⁹ if HBO)</p> <p>2 = \$24 (\$26 if HBO)</p> <p>3 = \$34 (\$36 if HBO)</p> <p>4 = \$42 (\$44 if HBO)</p> <p>5 = Get LO MÁXIMO™</p>	<p>PREMIUMS INCLUDED</p> <p>HBO stargz</p> <p>SHOWTIME</p> <p>cine megal STARGZ</p>	



EXCLUSIVES

Get access to over 55 Spanish-language channels with MÁS ULTRA™ and above including these exclusives!



DISH NETWORK DOES NOT OFFER**



*Includes English-language broadcast channels with alternate Spanish audio. **Price includes \$13 bill credit for 12 months after rebate, plus an additional \$5 with online rebate, enrollment in Auto Bill Pay program and consent to email required. ***Up to two standard receivers with no equipment fee for fee paid customers. \$5/mo. lease fee waived for 1st receiver but required for second and each additional receiver. DVR service is required for HD Receiver and HD DVR lease. HD Access fee (\$10.00/mo.) required for HD or HD DVR lease. Program pricing, prices, terms and conditions subject to change at any time. Applicable use tax adjustment may apply on the equipment. Offer available while supplies last. EQUIPMENT REBATES PER DIRECTV ACCOUNT. **Advanced product instant rebates available for non-fee paid customers only, with qualifying base package. See page 22 for full offer details. ©2014 Dish Network. All rights reserved.