ACTIVATION OF PROGRAMMING SUBJECT TO CREDIT APPROVAL. PREPAYMENT MAY BE REQUIRED. Credit card not required in MA and PA. Sports subscriptions sold separately. To receive sports and a la carte programming and to order Pay Per View by remote, a DIRECTV subscription is required (except stand-alone NFL SUNDAY TICKET renewals) and all DIRECTV Receivers must be continuously connected to the same land-based phone line. Most sports subscriptions automatically continue each year at a special renewal rate, provided DIRECTV carries these services, unless customer calls to cancel prior to the start of the season. Commercial locations require an appropriate license agreement. Programming, pricing, terms and conditions subject to change. Pricing residential. Taxes not included. Receipt of DIRECTV programming subject to DIRECTV Customer Agreement; copy provided at directv.com/legal and in your first DIRECTV bill. Hardware, programming and DVR service available separately. Blackout rules and other conditions apply to sports programming. NFL SUNDAY TICKET programming consists of regular-season Sunday games broadcast at 1pm and 4pm ET. However, games broadcast by your local FOX or CBS affiliate may not be available in NFL SUNDAY TICKET. NFL, the NFL Shield design and the NFL SUNDAY TICKET name and logo are registered trademarks of the NFL and its affiliates. NFL team names and uniform designs are registered trademarks of the teams indicated. Major League Baseball trademarks and copyrights are used with permission of Major League Baseball Properties, Inc. Visit the official website at MLB.com. The NBA and individual NBA member team identifications reproduced on this product are trademarks and copyrighted designs, and/or other forms of intellectual property, that are the exclusive property of NBA Properties, Inc. and the respective NBA member teams and may not be used, in whole or in part, without the prior written consent of NBA Properties, Inc. ©2007 NBA Properties, Inc. All Rights Reserved. NHL, the NHL Shield, CENTER ICE and Stanley Cup are registered trademarks of the National Hockey League. NHL and team marks are the property of the NHL and its teams. ©/NHL 2007. All rights reserved. Games telescast locally may also be included in ESPN FULL COURT and ESPN GamePlan. Some games telescast locally may also be seen as part of MLS DIRECT KICK. NASCAR® is a registered trademark of the National Association for Stock Car Auto Racing, Inc. NASCAR® and NASCAR HotPass™ word mark and logos are trademarks of the National Association for Stock Car Auto Racing, Inc. ©2007 NASCAR Digital Entertainment, LLC. All Rights Reserved. MEGA MARCH MADNESS and NCAA are registered trademarks of the National Collegiate Athletic Association. Subscriptions subject to applicable sales tax. The Fox Sports Net, Fox Soccer Channel and Fuel TV names and logos are trademarks of Twentieth Century Fox and its related entities. All rights reserved. HBO®, HBO HD, Cinemax® and EntourageSM are service marks of Home Box Office, Inc. Starz® and related channels and service marks are the property of Starz® Entertainment, LLC., STAR, STAR PLUS/STAR INDIA PLUS, STAR ONE, VIVIANO and VIIAY - © and ™ STAR Television Productions Limited 2006. All rights reserved. ©2007 DIRECTV, Inc. DIRECTV and the Cyclone Design logo, DIRECTV Plus, DIRECTV Active, DIRECTV MOVERS CONNECTION, BASIC, FAMILIAR, FAMILIAR ULTRA, Lo MAXIMO, CHOICE, PLUS, PLUS HD, PREMIER, Source Matters, Series Link, DIRECTV Advanced Program Guide, WorldDirect, on Demand, Project My World, Championship Gaming Series, PREFERRED CHOICE, CricketTicket and GOODTV. BETTER TV. DIRECTV are trademarks of DIRECTV, Inc. All other trademarks and service marks are the property of their respective owners. Photo Credits: Freedom Writers: © 2007 PARAMOUNT PICTURES. ALL RIGHTS RESERVED, Pete Townsend: Barry J. Holmes. Dreamgirls: © 2007 DREAMWORKS LLC AND PARAMOUNT PICTURES. ALL RIGHTS RESERVED, Monster House: © 2006 Columbia Pictures, Image Movers and Amblin Entertainment, The Da Vinci Code: © 2006 Robert Zuckerman/New Line Productions, Norbit: COPYRIGHT © 2007 DREAMWORKS LLC. ALL RIGHTS RESERVED, Pirates of the Caribbean: Dead Man's Chest © 2006 Disney Enterprises Inc., MLB on TBS © 2007 Turner Broadcasting System, Inc. A TimeWarner Company. All Rights Reserved. May 2007

SKU #: Q3BR-GM-0607

GOODTV. BETTER TV. DIRECTV.
1. **The Best Picture**

Home Theatre Professionals Recommend DIRECTV “Best Picture Quality” 4:1 Over Cable.¹

*BARD ON NATIONAL SURVEY OF PROFESSIONAL HOME THEATER INSTALLERS

2. **The Most Sports in HD**

DIRECTV broadcasts more live sports than any other cable or satellite provider, and the most live sports in HD.²

*BARD ON NATIONAL OFFERING OF EXCLUSIVE SPORTS PACKAGES AND OTHER MAJOR SPORTS PROGRAMMING IN HD.

3. **Exclusive Programming**

Exclusive sports, live concerts, events, family and faith-based programming.

4. **The Most HD Capacity**

Soon DIRECTV will have the capacity to offer 150 HD Channels³—three times more than cable⁴.

*NUMBER OF CHANNELS SUBJECT TO AVAILABLE HD PROGRAMMING.
*PREDICTIONS BASED ON CURRENT AND PROJECTED HD CAPACITY OF MAJOR CABLE MSOS AND SATELLITE PROVIDERS AS OF 8/06.

5. **Cutting Edge Technology**

Watch up to 8 screens at once with DIRECTV’s exclusive technology.

6. **Superior Service**

Higher customer satisfaction ratings than cable seven years in a row.⁵

*2007 AMERICAN CUSTOMER SATISFACTION INDEX, UNIVERSITY OF MICHIGAN BUSINESS SCHOOL.

SIGN UP FOR DIRECTV TODAY!
THE MOST EXCLUSIVE SPORTS

DIRECTV delivers more exclusive sports programming than any other cable or satellite provider, and the most sports in HD.*

NFL SUNDAY TICKET™, only on DIRECTV

SUPERFAN™

ONLY ON DIRECTV®
Over 150 games in HD

NFL SUNDAY TICKET™
Up to 10 games in HD every week

NASCAR HotPass™

ONLY ON DIRECTV®
5 driver channels take you behind the scenes with NASCAR® drivers

EXCLUSIVE PROGRAMMING

All on The 101™ on DIRECTV

• Exclusive Concerts
• Project MyWorld™
• Championship Gaming Series™
• “Passions” Daytime Drama Coming in September

*BASED ON NATIONAL OFFERING OF EXCLUSIVE SPORTS PACKAGES, REGIONAL SPORTS NETWORKS, AND OTHER MAJOR SPORTS PROGRAMMING IN HD. BLACKOUT RESTRICTIONS APPLY. ACTUAL NUMBER OF GAMES VARIES BY MARKET DUE TO BLACKOUT RULES AND OTHER CONDITIONS. NFL SUNDAY TICKET™ SUBSCRIPTION REQUIRED TO PURCHASE NFL SUNDAY TICKET SUPERFAN™. TO RECEIVE HIGH DEFINITION PROGRAMMING FROM DIRECTV, A MULTI-SATELLITE DISH, HD RECEIVER, HD TELEVISION AND HD ACCESS FEE ARE REQUIRED AND AVAILABLE SEPARATELY.
TO GET AN **HD PICTURE THAT CAN’T BE BEAT**, get DIRECTV® HD. When it comes to HD service, the choice is as clear as our picture.

**Here’s why:**
- Voted **best overall picture** on an HD system by home theatre professionals.*
- More live sports in HD – including **exclusive subscriptions** like NFL SUNDAY TICKET™ SuperFan™.
- Soon DIRECTV will have the capacity for **150 channels**—3 times more than cable.**

**HD LOCAL CHANNELS AVAILABLE INCLUDING†:**

*BASED ON A NATIONAL SURVEY OF PROFESSIONAL HOME THEATER INSTALLERS.
**PREDICTIONS BASED ON CURRENT AND PROJECTED HD CAPACITY OF MAJOR CABLE MSOS AND SATELLITE PROVIDERS AS OF 8/06.
† ELIGIBILITY FOR LOCAL CHANNELS BASED ON SERVICE ADDRESS.

**GET ACCESS TO HD PROGRAMMING**

Just **$9.99 per month** added to your base package!
CHOSE THE ENTERTAINMENT PACKAGE THAT'S RIGHT FOR YOU

**CHOICE™**

- Over 140 channels of top TV programming, including Movie, Sports, Family, Music and Local channels.

*PLUS DVR™*

- Enjoy over 185 of the best in Movie, Sports, Family, Music and Local channels – our most popular package plus DVR service.

*PLUS HD DVR™*

- Enjoy over 195 distinctive networks with local channels, DVR and HD service.

**PREMIER™**

- Choose from 250 top channels, including 31 premium movie and over 30 specialty sports channels.

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**OVERVIEW:**

- **CHOICE™**
  - $49.99/month
  - Over 140 channels
  - Movie, Sports, Family, Music and Local channels

- **PLUS DVR™**
  - $59.99/month
  - Over 185 channels
  - Movie, Sports, Family, Music and Local channels
  - Plus DVR service

- **PLUS HD DVR™**
  - $69.99/month
  - Over 195 channels
  - Movie, Sports, Family, Music and Local channels
  - Plus DVR and HD service

- **PREMIER™**
  - $99.99/month
  - Over 250 channels
  - 31 premium movie channels
  - Over 30 specialty sports channels

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**LOCAL CHANNELS INCLUDED:**

- ABC, CBS, NBC, FOX, CW

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**THE MORE YOU ADD, THE MORE YOU SAVE:**

1. **1st ADD**
   - $12 ($13 if HBO®)

2. **2nd ADD**
   - $11

3. **3rd ADD**
   - $10

4. **4th ADD**
   - $8

5. **5th ADD**
   - $7

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**SEASONAL SPORTS SUBSCRIPTIONS**

- Prices vary by subscription

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**ALL PREMIUM PACKAGES ARE INCLUDED IN THE PREMIER PACKAGE.**

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**BLACKOUT RESTRICTIONS AND OTHER CONDITIONS APPLY.**
WorldDirect customers must first subscribe to DIRECTV basic ($9.99/mo) or any DIRECTV base package ($29.99/mo or above).

**ArabicDirect™** $25.99/mo.
Featuring Rotana Cinema, Rotana Zaman, Rotana Moosica, Orbit Seen and Orbit Al-Fawm directly from the Middle East.

**BrazilianDirect™** $29.99/mo.
Featuring TV Globo Internacional and PFC (Premiere Futebol Clube) the first Brazilian soccer channel.

**CalcioDirect™** $19.99/mo.
The best in Italian soccer and news, with SKY TG24, GolTV, and Fox Soccer Channel.

**FilipinoDirect™** $34.99/mo.
Featuring GMA Pinoy TV, The Filipino Channel (TFC), ABS/CBN News Channel; Cinema One; Kapamilya channel. MYX. GEN NET, and two audio channels, DZMM Radio and DWRR Radio, for a full range of popular programming from the Philippines.

**HindiDirect™ II** $39.99/mo.
Featuring STAR PLUS, STAR NEWS, STAR ONE, MTV Desi, NDTV, DD India, Cricket Plus and Filmy channels.

**Jadeworld** $36.99/mo.
Five unique channels deliver the very best Chinese programming in both Cantonese and Mandarin, from China, Hong Kong and Taiwan. English-language base package not required for Jadeworld programming.

**KoreanDirect™ II** $31.99/mo.
Featuring top-rated Korean entertainment, with MBC, YTN, SBS and SBS Plus channels.

**MandarinDirect™ II** $15.99/mo.
Featuring Phoenix NA Chinese channel, Phoenix InfoNews and CTI channels with programming from China, Hong Kong and Taiwan.

**MEGA Cosmos** $14.99/mo.
Featuring the best in Greek-language entertainment television including news, sports, movies, dramas, game shows and more.

**PolishDirect™ I** $21.99/mo.
Featuring TV Polonia, TVP 3 and radio services Polskie Radio 1 and 3.

**RTR Planeta** $14.99/mo.
Featuring RTR Planeta channel, with the best of Kultura and Rossiya channels.

**RussianDirect™** $29.99/mo.
Featuring Channel One Russia and exclusive channels Vremya, Muzika Pervogo and Dom Kino.

**Studio 1+1 International** $14.99/mo.
Featuring Studio 1+1 International, the top-rated Ukrainian-language channel.

**VietnameseDirect™ III** $24.99/mo.
The best 24/7 Vietnamese programming, with SBTN, VHN-TV and TVB Vietnam channels.

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**DIRECTV IS THE EXCLUSIVE SATELLITE PROVIDER OF:**

- **BÁSICO™** $29.99/mo. plus tax
  Over 65 channels – more than 40 in Spanish* and 25 in English.

- **FAMILIAR™** $42.99/mo. plus tax
  Over 160 channels – more than 40 in Spanish* and 100 in English.

- **FAMILIAR ULTRA™** $51.99/mo. plus tax
  Over 200 channels – more than 40 in Spanish* and 160 in English.

- **LO MÁXIMO™** $99.99/mo. plus tax
  The maximum amount of channels and entertainment. Includes more than 260 channels.

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**INTERNATIONAL SPORTS**

World-class soccer, rugby and cricket. Prices vary by subscription.

- **CricketTicket™** 2007 Season

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ALL PROGRAMMING AND PRICING SUBJECT TO CHANGE AT ANY TIME.
FOR LOCAL CHANNEL AVAILABILITY BY ZIP CODE, ASK YOUR RETAILER OR VISIT DIRECTV.COM/LAPAY CODE. FOR LOCAL CHANNELS BASED ON SERVICE AREA. IF LOCAL CHANNELS ARE NOT AVAILABLE IN YOUR AREA, YOU CAN STILL ENJOY SPANISH-LANGUAGE PROGRAMMING FOR $3 LESS THAN THE LISTED PRICES.
DIRECTV advanced technology and interactive features ensure that you get the best possible ways to enjoy your TV watching experience.

Ask how to:

GET A FREE DIRECTV® DVR UPGRADE

- Record up to 100 hours of programming*
- Record 2 shows at once**
- Rewind and pause live TV for up to 90 minutes

OR

GET A FREE DIRECTV® HD RECEIVER UPGRADE

- Higher Resolution, brighter colors and better clarity than standard-definition
- Superb theater quality 5.1 Dolby® Digital surround sound

OR

GET $100 OFF A DIRECTV PLUS® HD DVR

- Record up to 30 hours of high-definition or up to 200 hours of standard-definition*
- Record 2 shows at once**
- 5.1 Dolby® Digital surround sound capable

**ACTUAL RECORDING CAPACITY DEPENDS ON TYPE OF PROGRAMMING BEING RECORDED.

** PROFESSIONAL INSTALLATION HIGHLY RECOMMENDED. LAND-BASED PHONE LINE CONNECTION REQUIRED.

CREDIT CARD REQUIRED

TO ACCESS DIRECTV HD PROGRAMMING, A MULTI-SATELLITE DISH, A DIRECTV HD RECEIVER AND HD TELEVISION EQUIPMENT ARE REQUIRED. IN SOME MARKETS, A MULTI-SATELLITE LNB DISH AND H20 MODEL DIRECTV RECEIVER ARE NEEDED TO RECEIVE HD LOCAL NETWORKS DELIVERED BY DIRECTV.
GET DIRECTV

JUST 3 EASY STEPS

1. Sign up in-store today.

2. Set up an appointment for your FREE standard installation of a 4-Room DIRECTV® system.

3. Sit back and enjoy the ultimate television entertainment experience!

Ask your local retailer about special offers on HDTVs and DIRECTV® HD equipment.

MORE THAN GREAT TV

- DIRECTV is **100% digital** – you get crystal clear picture and sound on every channel
- Your **favorite local channels** are included in your DIRECTV® package*
- No equipment to buy. No start-up costs
- DIRECTV has had **higher customer satisfaction ratings** than cable 7 years running**
- Home Theater Professionals **Recommend DIRECTV 2:1** for a High-Definition System***

*ELIGIBILITY BASED ON SERVICE ADDRESS.
**SOURCE: 2007 AMERICAN CUSTOMER SATISFACTION INDEX, UNIVERSITY OF MICHIGAN BUSINESS SCHOOL.
***BASED ON A NATIONAL SURVEY OF PROFESSIONAL HOME THEATER INSTALLERS.