



**LOCK IN
YOUR PRICE FOR
ONE YEAR!**

**NO Equipment
to Buy!
NO Start-Up Costs!**

NOW GET OVER

150 CHANNELS

LOCAL CHANNELS INCLUDED*
in over 97% of the U.S.

LIMITED TIME ONLY **\$29⁹⁹** MO. **FOR 12 MONTHS**
The CHOICE™ package
After rebate
Prices higher and terms & conditions vary in select markets.

**GET
FREE HD⁺
Access**
Ask how.

Worry-free
signal reliability.

**NO equipment to buy.
NO start-up costs.**

Switch in minutes!

1-877-259-8129

or directv.com



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ONE YEAR!**

OVER 150 CHANNELS **\$29⁹⁹** MO. **FOR 12 MONTHS**
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TAKE ADVANTAGE OF THESE SPECIAL OFFERS:

2 FREE UPGRADES
HD DVR & HD RECEIVER

**\$298
VALUE!**



Models may vary. With activation of the CHOICE XTRA™ package or above.
Whole-Home DVR service required for second receiver upgrade. Additional fees required.

**FREE HD
Access⁺**



Over **160 HD channels**
available**

With CHOICE XTRA™ package or
higher, and Auto Bill Pay. HD Channels
based on package selection.

**FREE
for 3 months[^]**
GET **33
MOVIE CHANNELS!**



Over **\$130 Value!**

With activation of CHOICE XTRA™
package or higher.

**FREE
Pro Install
IN UP TO 4 ROOMS**



Custom installation extra.
Additional fees required.



Introducing the DIRECTV® Whole-Home DVR Service

It lets you record, watch and delete programs in HD in any room, no matter which TV you recorded them on. You can start watching in one room and finish in another.**

All offers require 2 year agreement. Package pricing may vary in certain markets. Free HD requires Auto Bill Pay. Offer ends 7/20/11. 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 retail value of the installation. Requires an HD DVR along with HD Receiver(s) for each additional TV. For illustrative purposes only.

Switch in minutes!

1-877-259-8129 or directv.com

***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-PREVALENT RATES. Free SHOWTIME for 3 months, a value of \$38.97. Free HBO, Starz, SHOWTIME and Cinemax for 3 months, a value of \$135. LIMIT ONE PROGRAMMING OFFER PER ACCOUNT. Featured package names and prices: CHOICE \$60.99/mo.; CHOICE XTRA \$65.99/mo.; CHOICE ULTIMATE \$70.99/mo. Prices include a \$26 bill credit for 12 months after rebate, plus an additional \$5 with online rebate and consent to email alerts. Upon DIRECTV System activation, customer will receive rebate redemption instructions (included in customer's first DIRECTV bill, a separate mailing, or, in the state of New York, from retailer) and must comply with the terms of the instructions. In order to receive \$31 monthly credits, customer must submit rebate online (valid email address required) and consent to email alerts prior to rebate redemption. Rebate begins up to 8 weeks after receipt of rebate submission online or by phone. Duration of promotional price varies based on redemption date. ***FREE HD OFFER:** Includes access to HD channels associated with your programming package. To be eligible for Free HD you must activate and maintain the CHOICE XTRA Package or higher and enroll in Auto Bill Pay. Also requires at least one (1) HD Receiver and activation of HD Access. Account must be in "good standing" as determined by DIRECTV in its sole discretion to remain eligible for all offers. In certain markets, programming/pricing may vary.

****2-YR. LEASE AGREEMENT: EARLY CANCELLATION WILL RESULT IN A FEE OF \$20/MONTH FOR EACH REMAINING MONTH.** Must maintain 24 consecutive months of your DIRECTV programming package. DVR Service \$7/mo. required for DVR and HD DVR lease. HD Access fee \$10/mo. required for HD Receiver and HD DVR. No lease fee for only 1 receiver. Lease fee for first 2 receivers \$6/mo.; additional receiver leases \$6/mo. ea. **NON-ACTIVATION CHARGE OF \$150 PER RECEIVER MAY APPLY. ALL EQUIPMENT IS LEASED AND MUST BE RETURNED TO DIRECTV UPON CANCELLATION, OR UNRETURNED EQUIPMENT FEES APPLY. VISIT directv.com OR CALL 1-800-DIRECTV FOR DETAILS.** Advanced receiver instant rebate requires activation of the CHOICE XTRA Package or above; MAS ULTRA or above (for DVR Receiver, OPTIMO MAS Package or above); Jadeworld; or any qualifying international service bundle, which shall include the PREFERRED CHOICE programming package (valued at \$38.99/mo.). Second advanced receiver offer requires activation of an HD DVR as the first free receiver upgrade and subscription to Whole-Home DVR Service (\$3/mo.). Additional advanced receiver upgrades available for a charge. **INSTALLATION:** Standard professional installation only. Custom installation extra.

^^DIRECTV® Whole-Home DVR service: Limit one remote viewing per HD DVR at a time. DIRECTV Whole-Home DVR service requires a DIRECTV Plus HD DVR, a Whole-Home-enabled HD Receiver for each additional TV. HD Access (\$10/mo.), DVR service (\$7/mo) and Whole-Home DVR service (\$3/mo). For more information, visit directv.com/wholehome. m*Eligibility for local channels based on service address. Not all networks available in all markets. **To access DIRECTV HD programming, an HD Access fee and HD equipment are required. Number of HD channels varies by package selected. Programming, pricing, terms and conditions subject to change at any time. Pricing residential. Taxes not included. Receipt of DIRECTV programming subject to DIRECTV Customer Agreement; copy provided at directv.com/legal and in first bill. ©2011 DIRECTV, Inc. DIRECTV and the Cyclone Design logo, CHOICE and CHOICE XTRA are trademarks of DIRECTV, Inc. All other trademarks and service marks are the property of their respective owners.

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