



Dear Prospective DIRECTV Commercial Customer:

Thank you so much for your interest in DIRECTV® Commercial Programming. You will find with the enclosed that DIRECTV has the widest selection of sports, informational and entertainment programming available anywhere.

Whether your need is entertainment or business-oriented programming, we carry 100% digital-quality video and audio offerings. We understand that your goal is to drive revenue with our programming. Here are some of the highlights of our programming packages:

- COMMERCIAL XTRA®
- High-Definition (HDTV) programming\*
- NFL SUNDAY TICKET™ - exclusively from DIRECTV
- NASCAR HotPass™ - exclusively from DIRECTV
- NBA, NHL, MLB packages plus a wide variety of out-of-market sports programming
- Local Channels
- SonicTap Music Channels

We hope you decide to choose our service for your bar, restaurant, nightclub or lounge. Our customer service and dealer network are the best in the business. We encourage you to work with one of our dealers in the field who will help you identify a lineup that will address your clientele's unique programming needs. Whether it's music, sports or news, DIRECTV is your solution.

Please call our 24-hour, 7-day-per-week Business Service Center for more information, at 1-888-200-4388.

Best Regards,

DIRECTV For Business  
Contact us at [commercialvoice@DIRECTV.com](mailto:commercialvoice@DIRECTV.com)

\*To access DIRECTV HD programming, a five-LNB Multi-Satellite Dish, a DIRECTV HD Receiver and HD television equipment are required. Programming subject to change at any time. ©2010 DIRECTV, Inc. DIRECTV and the Cyclone Design logo are registered trademarks of DIRECTV, Inc. All other trademarks and service marks are the property of their respective owners.



# Public Viewing Ordering Instructions

**Public Viewing:** DIRECTV® programming that is generally accessible to the public or includes common areas where the primary source of revenue is derived from the sale of food or beverage for immediate consumption. Examples include bars, restaurants and nightclubs.

- 1 Select the programming that you wish to receive by completing the appropriate entries on the Public Viewing Order Form. Sign the Order Form, Commercial Viewing Agreement and Customer Information Form.
- 2 You or your authorized Commercial Dealer should forward the following paperwork and payment (as applicable) to DIRECTV:
  - Public Viewing Order Form (Page 10).
  - DIRECTV Commercial Viewing Agreement (Pages 11 & 12).
  - Commercial Receiver Information Form (Page 13).
  - Copy of Fire Code Occupancy Certificate (if ordering FCO-based programming)\*.
  - Payment by check, VISA, MasterCard, Optima, American Express or Discover Card.

**U.S. Mail**  
**DIRECTV Business Service Center**  
**P.O. Box 5392**  
**Miami, FL 33152-5392**

**Overnight Delivery**  
**DIRECTV Business Service Center**  
**1505 NW 167<sup>th</sup> Street**  
**Miami, FL 33169**

**Phone: 1-888-200-4388**

**FAX: 1-800-933-4631**

Once we have received all of the requested materials, including prepayment when required, your account will be established automatically within 24 hours.

- 3 Call the DIRECTV Business Service Center at 1-888-200-4388 to activate your account. For services that do not require advance payment, you will receive a statement within 10 days of your initial account authorization.

**Please note that multiple receivers activated on the same account must be continuously connected to the same land-based phone line.**

\*Programming packages are based on the Fire Code Occupancy (FCO), Estimated Viewing Occupancy (EVO) or flat-fee pricing. For FCO-based programming, make a copy of your establishment's FCO Certificate to submit to DIRECTV. If no FCO certificate is available, supply scaled blueprints of the entire establishment or provide a letter from the local zoning agency or Fire Marshall stating the establishment's legal occupancy. You agree to notify DIRECTV immediately in the event there is a change to the establishment's FCO after the programming order date. The EVO is a figure that represents the number of persons (standing or seated) who can view any television programming provided by DIRECTV at any given time.



# DIRECTV<sup>®</sup> PUBLIC VIEWING PACKAGES and RATES

**Customers must subscribe to one of the following base programming packages in order to add on any additional service(s): Commercial Xtra<sup>™</sup>, Commercial Choice<sup>®</sup> Plus, Commercial Choice<sup>®</sup> and Comercial Más Ultra<sup>™</sup>.**

**HD Access to DIRECTV HD programming requires a DIRECTV HD Receiver, HD television equipment and an HD Access fee of \$49.99 per month. - Give us a call for new customer offers!**  
Access fee is required in order to receive ANY HD channel within any package on an account

**180+  
CHANNELS**

## COMMERCIAL XTRA<sup>™</sup> PACK — \$109.99/month\*

The best in sports, news, entertainment and more! Includes locals & regional sports networks from across the country. Service automatically renews\*\*. \*Bundled price of \$109.99/month includes **COMMERCIAL XTRA** at \$63.99, **Sports Pack** at \$12.99 and outlet fees for 2 receivers at \$33.01

### COMMERCIAL XTRA<sup>™</sup>

The 101 Network<sup>HD</sup>  
A&E<sup>HD</sup>  
ABC Family<sup>HD</sup>  
American Movie Classics  
Animal Planet<sup>HD</sup>  
BBC America  
BET<sup>HD</sup>  
Biography<sup>HD</sup>  
Bloomberg Television  
Boomerang  
Bravo<sup>HD</sup>  
BYU TV  
Cartoon Network (East)<sup>HD</sup>  
Cartoon Network (West)  
Celebrity Shopping Network  
Centric  
Chiller  
Christian Television Network  
Church Channel  
CNBC<sup>HD</sup>  
CNBC World  
CNN<sup>HD</sup>  
Comedy Central<sup>HD</sup>  
Cooking Channel  
Country Music Television<sup>HD</sup>  
C-SPAN  
C-SPAN2  
Current TV  
Daystar  
DIRECTV A-Z Channel Guide  
DIRECTV Customer Support  
DIRECTV Sports Mix Channel  
Discovery Channel<sup>HD</sup>  
Discovery Health  
Disney Channel (East)<sup>HD</sup>  
Disney Channel (West)

Disney XD<sup>HD</sup>  
DIY Network  
Documentary Channel  
E! Entertainment Television  
Enlace  
ESPN<sup>HD</sup>  
ESPN2<sup>HD</sup>  
ESPNEWS<sup>HD</sup>  
ESPNU<sup>HD</sup>  
EWTN  
FitTV  
Food Network<sup>HD</sup>  
Fox Business Network<sup>HD</sup>  
Fox Movie Channel  
Fox News Channel<sup>HD</sup>  
Free Speech TV†  
FUEL TV<sup>HD</sup>  
Fuse  
FX<sup>HD</sup>  
G4  
Galavisión  
GOD TV  
Golden Eagle Broadcasting†  
Golf Channel<sup>HD</sup>  
Gospel Music Channel  
Great American Country  
GSN: the network for games  
Hallmark<sup>HD</sup>  
Headline News  
HD Theater<sup>HD (only in HD)</sup>  
HDNet<sup>HD (only in HD)</sup>  
HGTV<sup>HD</sup>  
History<sup>HD</sup>  
History International  
HITN  
Hope Channel

HSN  
Independent Film Channel  
Investigation Discovery  
ION Television (East/West)  
Jewelry Television Network  
Jewish Life TV  
Lifetime<sup>HD</sup>  
Lifetime Movie Network  
Link TV  
LOGO  
Military Channel  
MLB Network<sup>HD</sup>  
MSNBC<sup>HD</sup>  
MTV<sup>HD</sup>  
MTV2  
mun<sup>2</sup>  
NASA TV  
Nat Geo WILD  
National Geographic Channel<sup>HD</sup>  
NFL Network<sup>HD</sup>  
NHL Network<sup>HD</sup>  
Nick Jr  
Nickelodeon/Nick at Nite (East)<sup>HD</sup>  
Nickelodeon/Nick at Nite (West)  
Nicktoons Network  
NRB Network  
ONCE México  
Ovation TV  
Oxygen  
PBS Kids Sprout  
Planet Green<sup>HD</sup>  
Pursuit Channel  
QVC  
REELZ Channel  
RFD-TV  
Science Channel<sup>HD</sup>

Shop NBC  
Sleuth  
SOAPnet  
Speed<sup>HD</sup>  
Spike TV<sup>HD</sup>  
Style Network  
Sportsman Channel  
Syfy<sup>HD</sup>  
TBS<sup>HD</sup>  
TCT Network  
TeenNick  
Tennis Channel<sup>HD</sup>  
The Hub  
TLC<sup>HD</sup>  
TNT<sup>HD</sup>  
Travel Channel<sup>HD</sup>  
Trinity Broadcasting Network  
truTV  
Turner Classic Movies (TCM)  
TV Guide Channel  
TV Land  
TV One  
TVG: The Interactive Horseracing Network  
Univision (East)<sup>HD</sup>  
USA Network<sup>HD</sup>  
Versus<sup>HD</sup>  
VH1 Classic  
VH1<sup>HD</sup>  
V-me  
WE tv  
The Weather Channel<sup>HD</sup>  
WGN America<sup>HD</sup>  
Word Network  
World Harvest Television  
**Plus In-Market RSN(s)<sup>HD</sup> and  
Local Channels<sup>HD</sup> - where available**

### Sports Pack

Includes out-of-market regional sports networks and specialty sports services below. Out-of-market networks do not include any professional games.

Altitude Sports and Entertainment<sup>HD</sup>  
CBS College Sports<sup>HD</sup>  
Comcast SportsNet Bay Area<sup>HD</sup>  
Comcast SportsNet Chicago<sup>HD</sup>  
Comcast SportsNet Mid-Atlantic<sup>HD</sup>  
Comcast SportsNet New England<sup>HD</sup>  
Comcast SportsNet California<sup>HD</sup>  
ESPN Classic  
Fox Soccer Channel<sup>HD</sup>

FSN Arizona<sup>HD</sup>  
FSN Cincinnati<sup>HD\*\*\*</sup>  
FSN Detroit<sup>HD</sup>  
FSN Florida<sup>HD</sup>  
FSN Midwest<sup>HD</sup>  
FSN North<sup>HD</sup>  
FSN Northwest<sup>HD</sup>  
FSN Ohio<sup>HD\*\*\*</sup>  
FSN Pittsburgh<sup>HD</sup>

FSN Prime Ticket<sup>HD</sup>  
FSN Rocky Mountain<sup>HD</sup>  
FSN South<sup>HD</sup>  
FSN Southwest<sup>HD</sup>  
FSN West<sup>HD</sup>  
Go!TV<sup>HD</sup>  
Mid-Atlantic Sports Network<sup>HD</sup>  
MSG<sup>HD</sup>  
MSG Plus<sup>HD</sup>

The Mtn. (MountainWest Sports)  
NBA TV<sup>HD</sup>  
New England Sports Net (NESN)<sup>HD</sup>  
Outdoor Channel  
SportsNet New York<sup>HD</sup>  
SportSouth<sup>HD</sup>  
SportsTime Ohio<sup>HD</sup>  
Sun Sports<sup>HD</sup>  
YES Network<sup>HD</sup>

**Includes Outlet Fees for first 2 Receivers**

Additional Outlets: Each additional receiver is \$13/month per receiver (additional outlet fees)

**Estimated Viewing Occupancy: 1 – 100**

**Monthly Fee: \$109.99**

**Annual Fee: \$1,319.88**

<b>130+</b> CHANNELS		<b>COMMERCIAL CHOICE® PLUS</b> Treat your customers to the most popular sports, news and entertainment. Including 5 ESPN channels and in-market regional sports networks. Service automatically renews**.			
The 101 Network <sup>HD</sup>	E! Entertainment Television	HSN	Science Channel <sup>HD</sup>		
A&E <sup>HD</sup>	Enlace	Investigation Discovery	Sleuth		
ABC Family <sup>HD</sup>	<b>ESPN Classic</b>	Jewelry Television Network	Speed <sup>HD</sup>		
American Movie Classics	<b>ESPN <sup>HD</sup></b>	Jewish Life TV	Spike TV <sup>HD</sup>		
Animal Planet <sup>HD</sup>	<b>ESPN2 <sup>HD</sup></b>	Lifetime <sup>HD</sup>	Sportsman Channel		
BBC America	<b>ESPNEWS <sup>HD</sup></b>	Link TV	Syfy <sup>HD</sup>		
BET <sup>HD</sup>	<b>ESPNU <sup>HD</sup></b>	LOGO	TBS <sup>HD</sup>		
Biography <sup>HD</sup>	EWTN	Military Channel	TCT Network		
Bloomberg Television	FitTV	MLB Network <sup>HD</sup>	TeenNick		
Boomerang	Food Network <sup>HD</sup>	MSNBC <sup>HD</sup>	The Hub		
Bravo <sup>HD</sup>	Fox Business Network <sup>HD</sup>	The Mtn. (MountainWest Sports)	TLC <sup>HD</sup>		
BYU TV	Fox News Channel <sup>HD</sup>	MTV <sup>HD</sup>	TNT <sup>HD</sup>		
Cartoon Network (East) <sup>HD</sup>	Free Speech TV†	MTV2	Travel Channel <sup>HD</sup>		
Cartoon Network (West)	FUEL TV <sup>HD</sup>	NASA TV	Trinity Broadcasting Network		
CBS College Sports <sup>HD</sup>	Fuse	Nat Geo WILD	truTV		
Celebrity Shopping Network	FX <sup>HD</sup>	National Geographic Channel <sup>HD</sup>	Turner Classic Movies (TCM)		
Christian Television Network	G4	NBA TV <sup>HD</sup>	TV Guide Channel		
Church Channel	Galavisión	NFL Network <sup>HD</sup>	TV Land		
CNBC <sup>HD</sup>	GOD TV	NHL Network <sup>HD</sup>	TV One		
CNBC World	Golden Eagle Broadcasting†	Nick Jr	TVG: The Interactive Horseracing Network		
CNN <sup>HD</sup>	Go!TV <sup>HD</sup>	Nickelodeon/Nick at Nite (East) <sup>HD</sup>	Univision (East <sup>HD</sup> )		
Comedy Central <sup>HD</sup>	Gospel Music Channel	Nickelodeon/Nick at Nite (West)	USA Network <sup>HD</sup>		
Cooking Channel	Great American Country	Nicktoons	Versus <sup>HD</sup>		
Country Music Television <sup>HD</sup>	GSN: the network for games	NRB Network	VH1 <sup>HD</sup>		
C-SPAN	Hallmark <sup>HD</sup>	ONCE México	VH1 Classic		
C-SPAN2	HD Theater <sup>HD (only in HD)</sup>	Outdoor Channel	V-me		
Current TV	HDNet <sup>HD (only in HD)</sup>	Ovation TV	Weather Channel <sup>HD</sup>		
Daystar	Headline News	Oxygen	WGN America <sup>HD</sup>		
DIRECTV News & Sports Mix	HGTV <sup>HD</sup>	Planet Green <sup>HD</sup>	Word Network		
Discovery Channel <sup>HD</sup>	History <sup>HD</sup>	Pursuit Channel	World Harvest Television		
Discovery Health	History International	QVC			
DIY Network	HITN	REELZ Channel			
Documentary Channel	Hope Channel	RFD-TV			
			<b>PLUS in-market Regional Sports Networks <sup>HD</sup></b>		
			<b>PLUS locals where available</b>		
<b>Estimated Viewing Occupancy</b>	<b>Monthly Fee</b>	<b>Annual Fee</b>	<b>Estimated Viewing Occupancy</b>	<b>Monthly Fee</b>	<b>Annual Fee</b>
101-150	\$241.99	\$2,903.88	501-1,000	\$346.99	\$4,163.88
151-200	\$283.99	\$3,407.88	1,001-2,000	\$367.99	\$4,415.88
201-500	\$325.99	\$3,911.88	2,001+	\$393.99	\$4,727.88

<b>125+</b> CHANNELS		<b>COMMERCIAL CHOICE®</b> This package delivers favorite networks including: CNN, Fox News, NFL Network, Discovery and Travel Channel. Service automatically renews**.			
A&E <sup>HD</sup>	DIY Network	Investigation Discovery	Science Channel <sup>HD</sup>		
ABC Family <sup>HD</sup>	Documentary Channel	Lifetime <sup>HD</sup>	Sleuth		
American Movie Classics	E! Entertainment Television	LOGO	Speed <sup>HD</sup>		
Animal Planet <sup>HD</sup>	FitTV	Military Channel	Spike TV <sup>HD</sup>		
BBC America	Food Network <sup>HD</sup>	MLB Network <sup>HD</sup>	Sportsman Channel		
BET <sup>HD</sup>	Fox Business Network <sup>HD</sup>	MSNBC <sup>HD</sup>	Syfy <sup>HD</sup>		
Biography <sup>HD</sup>	Fox News Channel <sup>HD</sup>	The Mtn. (MountainWest Sports)	TBS <sup>HD</sup>		
Bloomberg Television	FUEL TV <sup>HD</sup>	MTV <sup>HD</sup>	TeenNick		
Boomerang	Fuse	MTV2	The Hub		
Bravo <sup>HD</sup>	FX <sup>HD</sup>	Nat Geo WILD	TLC <sup>HD</sup>		
BYU TV	G4	National Geographic Channel <sup>HD</sup>	TNT <sup>HD</sup>		
Cartoon Network (East) <sup>HD</sup>	Galavisión	NBA TV <sup>HD</sup>	Travel Channel <sup>HD</sup>		
Cartoon Network (West)	GOD TV	NFL Network <sup>HD</sup>	truTV		
CBS College Sports <sup>HD</sup>	Go!TV <sup>HD</sup>	NHL Network <sup>HD</sup>	Turner Classic Movies (TCM)		
CNBC <sup>HD</sup>	Great American Country	Nick Jr	TV Guide Channel		
CNBC World	GSN: the network for games	Nickelodeon/Nick at Nite (East) <sup>HD</sup>	TV Land		
CNN <sup>HD</sup>	Hallmark <sup>HD</sup>	Nickelodeon/Nick at Nite (West)	TV One		
Comedy Central <sup>HD</sup>	HD Theater <sup>HD (only in HD)</sup>	Nicktoons	TVG: The Interactive Horseracing Network		
Cooking Channel	HDNet <sup>HD (only in HD)</sup>	Outdoor Channel	Univision (East <sup>HD</sup> )		
Country Music Television <sup>HD</sup>	Headline News	Ovation TV	USA Network <sup>HD</sup>		
C-SPAN	HGTV <sup>HD</sup>	Oxygen	Versus <sup>HD</sup>		
C-SPAN2	History <sup>HD</sup>	Planet Green <sup>HD</sup>	VH1 <sup>HD</sup>		
Current TV	History International	Pursuit Channel	VH1 Classic		
DIRECTV News Mix	HITN	QVC	V-me		
Discovery Channel <sup>HD</sup>	Hope Channel	REELZ Channel	Weather Channel <sup>HD</sup>		
Discovery Health	HSN	RFD-TV	WGN America <sup>HD</sup>		
<b>Estimated Viewing Occupancy</b>	<b>Monthly Fee</b>	<b>Annual Fee</b>	<b>Estimated Viewing Occupancy</b>	<b>Monthly Fee</b>	<b>Annual Fee</b>
1-50	\$49.99	\$599.88	201-500	\$98.99	\$1,187.88
51-100	\$59.99	\$719.88	501-1,000	\$115.99	\$1,391.88
101-150	\$70.99	\$851.88	1,001-2,000	\$141.99	\$1,703.88
151-200	\$87.99	\$1,055.88	2,001+	\$162.99	\$1,955.88

Blackout restrictions and other conditions apply to sports programming. All programming and pricing subject to change. HD: Number of HD channels varies based on package selection. Local and RSN HD feed varies by territory. † HD equipment and HD Access required.

**115+**  
CHANNELS

**COMERCIAL MÁS ULTRA™** Including over 45 Spanish-language channels, in-market RSNs and locals where available in one easy package. Service automatically renews\*\*. Requires DIRECTV Multi-Satellite System.

A&E <sup>HD</sup>  
 A Toda Musica  
 ABC Family <sup>HD</sup>  
 American Movie Classics  
 Animal Planet <sup>HD</sup>  
 Azteca America  
 Azteca Mexico  
 Boomerang (ESP)  
 Bravo <sup>HD</sup>  
 BYU TV  
 Caracol TV Internacional  
 Cartoon Network (East) (ESP) <sup>HD</sup>  
 Cartoon Network (West) (ESP)  
 Centroamérica TV  
 Christian Television Network  
 Church Channel  
 Cine Estelar  
 Cine Latino  
 Cine Nostalgia  
 CNN <sup>HD</sup>  
 CNN en Español  
 Comedy Central <sup>HD</sup>  
 C-SPAN  
 C-SPAN2  
 Daystar  
 DIRECTV A-Z Channel Guide  
 DIRECTV Customer Support  
 Discovery Channel <sup>HD</sup>  
 Discovery en Español  
 Discovery Familia

Disney Channel (East) <sup>HD</sup>  
 Disney Channel (West)  
 Disney XD (ESP) <sup>HD</sup>  
 E! Entertainment Television  
 Ecuavisa Internacional  
 Enlace  
**ESPN Deportes**  
 EWTN  
 Food Network <sup>HD</sup>  
 Foot School TV  
 FOX Deportes  
 Free Speech TV†  
 FX <sup>HD</sup>  
 Galavisión  
 GOD TV  
 Golden Eagle Broadcasting†  
 Go!TV <sup>HD</sup>  
 Gospel Music Channel  
 Great American Country  
 Hallmark <sup>HD</sup>  
 HD Theater <sup>HD (only in HD)</sup>  
 HDNet <sup>HD (only in HD)</sup>  
 Headline News  
 History <sup>HD</sup>  
 History en Español  
 HITN TV  
 HGTV <sup>HD</sup>  
 Home Shopping Network (HSN)  
 Hope Channel  
 Jewelry Television

Jewish Life TV  
 Latinoamerica Television  
 Lifetime <sup>HD</sup>  
 Link TV  
 MegaTV <sup>HD</sup>  
 Mexicana  
 México 22  
 MexicoTV  
 MSNBC <sup>HD</sup>  
 The Mtn. (MountainWest Sports)  
 MTV <sup>HD</sup>  
 MTV 2  
 mun<sup>2</sup>  
 NASA TV  
 National Geographic Channel <sup>HD</sup>  
 Nick Jr  
 Nickelodeon/Nick at Nite (East) <sup>HD</sup>  
 Nickelodeon/Nick at Nite (West)  
 Nicktoons  
 NRB Network  
 NTN 24  
 ONCE México  
 Pasiones  
 PBS Kids Sprout  
 QVC  
 ShopNBC  
 Speed Channel <sup>HD</sup>  
 Spike TV <sup>HD</sup>  
 SUR Peru  
 Syfy <sup>HD</sup>

TBS <sup>HD</sup>  
 TCT Network  
 Telecentro  
 Teléfe Internacional  
 Telefutura <sup>HD</sup>  
 Telemundo (East/West)  
 Televisión Española Internacional  
 The 101 Network <sup>HD</sup>  
 The Hub  
 TLC <sup>HD</sup>  
 TNT <sup>HD</sup>  
 Tr3s: MTV, Música y Más  
 Travel Channel <sup>HD</sup>  
 Trinity Broadcasting Network  
 TV Chile  
 TV Colombia  
 TV Dominicana  
 TV Venezuela  
 TyC Sports  
 Univision (East <sup>HD</sup>/West)  
 USA Network <sup>HD</sup>  
 VH1 <sup>HD</sup>  
 V-me  
 WAPA America  
 Weather Channel <sup>HD</sup>  
 Word Network  
 World Harvest Television

**Plus In-Market Regional Sports Network(s) - where available**

**Monthly Fee.....\$57.99**

**Annual Fee..... \$695.88**

**SEASONAL SPORTS PACKAGES**



**NFL SUNDAY TICKET™** Exclusively from DIRECTV. Turn Sunday into Game Day and watch your weekend business grow! Get the biggest selection of games available anywhere throughout the regular season. Up to 14 games every Sunday, over 200 games in the season. Features every game in high-definition (HD). Includes NFL SUNDAY TICKET Red Zone Channel, GameMix and Short Cuts. Local blackout rules apply. Package is non-refundable. Service automatically renews.†† (REMEMBER: HD Access, HDTV, triple-LNB multi-sat dish required, interactive receiver required for full GameMix functionality).

<u>Fire Code Occupancy</u>	<u>2010 Season Rate</u>	<u>2010 New Customer Offer*</u>	<u>Fire Code Occupancy</u>	<u>2010 Season Rate</u>	<u>2010 New Customer Offer*</u>
1-50	\$993.96	\$599.97	751-1000	\$5,512.98	\$3,936.99
51-100	\$1,102.98	\$789.96	1001-1500	\$8,819.97	\$6,299.97
101-200	\$2,645.97	\$1,889.97	1501-2000	\$11,024.97	\$7,874.97
201-350	\$3,638.97	\$2,597.97	2001-5000	\$20,947.98	\$14,961.99
351-500	\$4,079.97	\$2,912.97	5001-10000	\$41,894.97	\$29,924.97
501-750	\$4,409.97	\$3,149.97	10001+	\$50,496.00	\$36,069.99

\*Applies to new, first time subscribers who did not take NFL SUNDAY TICKET previously.

**NASCAR HotPass™** DIRECTV Exclusive. Featuring the 2010 Sprint Cup Series races each weekend all in heart-pounding HD. Plus, 4 dedicated driver channels with multiple camera angles and live driver-team communications.



DIRECTV will offer the NASCAR HotPass service as a **FREE** service for customers with a qualifying base package: Commercial Xtra Pack, Commercial Choice Plus, Commercial Choice or Comercial Más Ultra.

**MLB EXTRA INNINGS®** Great out-of-market pro baseball coverage! Give your customers the games they want to see – up to 80 games a week during the regular season! Watch 8 games live at the same time with Game Mix. With HD Access you will receive games in HD. Package is non-refundable. Service automatically renews.††

<u>Est. Viewing Occupancy</u>	<u>2010 Season Rate</u>	<u>2010 New Customer Offer*</u>	<u>Est. Viewing Occupancy</u>	<u>2010 Season Rate</u>	<u>2010 New Customer Offer*</u>
1-50	\$749.99	\$539.97	351-500	\$2,099.97	\$1,499.97
51-100	\$999.99	\$539.97	501-1000	\$2,399.97	\$1,799.97
101-150	\$1,399.98	\$999.99	1001-2000	\$2,799.99	\$2,199.99
151-200	\$1,749.99	\$1,299.99	2001-5000	\$3,599.97	\$2,799.99
201-350	\$1,999.98	\$1,399.98	5001+	\$4,399.98	\$3,499.98

\*Applies to new, first time subscribers who did not take MLB EXTRA INNINGS previously.

Blackout restrictions and other conditions apply to sports programming. All programming and pricing subject to change. HD: Number of HD channels varies based on package selection. RSN HD feed varies by territory. † HD equipment and HD Access required. †† Seasonal sports subscription(s) will automatically continue each season provided DIRECTV carries this service, unless customer calls to cancel prior to the start of the season

**MLS DIRECT KICK™** Follow your favorite Major League Soccer teams and players throughout the season with MLS DIRECT KICK™. You'll see top match-ups during the regular season and select playoff games during the post season. Package is non-refundable. Service automatically renews.<sup>††</sup>



**2010 Season Rate: \$99.99**

**NBA LEAGUE PASS** It's a slam dunk for great business! Get up to 40 regular-season games per week from outside your local viewing area. Up to 8 games per night. Local blackout restrictions apply. Subscription includes NBA LEAGUE PASS Stats Central, a channel providing real-time scores, stats, and breaking news from around the league. Package is non-refundable. Service automatically renews.<sup>††</sup>



<u>Fire Code Occupancy</u>	<u>2010-2011 Season Rate</u>	<u>2010-2011 New Customer Rate*</u>	<u>Fire Code Occupancy</u>	<u>2010-2011 Season Rate</u>	<u>2010-2011 New Customer Rate*</u>
1-50	\$599.97	\$449.97	501-1000	\$3,499.98	\$2,974.98
51-100	\$799.98	\$599.97	1001-2000	\$4,649.97	\$3,952.98
101-150	\$1,569.99	\$1,334.97	2001-5000	\$7,029.99	\$5,975.49
151-200	\$2,049.99	\$1,742.97	5001-10,000	\$9,949.98	\$8,457.48
201-500	\$2,859.99	\$2,430.99	10,001+	\$15,799.98	\$13,429.98

\*Applies to new, first time subscribers who did not take NBA LEAGUE PASS previously.

**NHL® CENTER ICE®** Watch up to 40 games each week, including up to 20 games a week in blazing HD! Plus select first and second rounds of the Stanley Cup® playoff games. You won't find more games anywhere else! Package is non-refundable. Service automatically renews.



<u>Est. Viewing Occupancy</u>	<u>2010-2011 Season Rate</u>	<u>2010-2011 New Customer Rate*</u>	<u>Est. Viewing Occupancy</u>	<u>2010-2011 Season Rate</u>	<u>2010-2011 New Customer Rate*</u>
1-50	\$698.97	\$524.97	201-350	\$1,547.97	\$1,316.97
51-100	\$899.97	\$674.97	351-500	\$1,847.97	\$1,571.97
101-150	\$1,097.97	\$935.97	501+	\$2,297.97	\$1,955.97
151-200	\$1,397.97	\$1,190.97			

\*Applies to new, first time subscribers who did not take NHL CENTER ICE previously.

**ESPN FULL COURT** Exciting coverage of hundreds of the best college games from the top regional men's conferences around the country during the regular season. Package is non-refundable. Service automatically renews.<sup>††</sup>



<u>Fire Code Occupancy</u>	<u>2010-2011 Season Rate</u>	<u>2010-2011 New Customer Rate*</u>	<u>Fire Code Occupancy</u>	<u>2010-2011 Season Rate</u>	<u>2010-2011 New Customer Rate*</u>
1-100	\$523.98	\$449.97	1001-2000	\$1,763.97	\$1,499.97
101-200	\$880.98	\$748.88	2001-5000	\$2,098.98	\$1,784.97
201-500	\$1,101.99	\$962.97	5001+	\$2,308.98	\$1,949.97
501-1000	\$1,322.97	\$1,124.97			

\*Applies to new, first time subscribers who did not take ESPN FULL COURT previously.

**ESPN GamePlan** Great college football from top-ranked teams competing around the country — up to 12 out of market games every Saturday during the regular season. Package is non-refundable. Service automatically renews.<sup>††</sup>



<u>Fire Code Occupancy</u>	<u>2010 Season Rate</u>	<u>2010 New Customer Rate*</u>	<u>Fire Code Occupancy</u>	<u>2010 Season Rate</u>	<u>2010 New Customer Rate*</u>
1-100	\$599.97	\$374.97	1001-2000	\$3,248.97	\$2,762.97
101-200	\$1,482.00	\$899.97	2001-5000	\$4,133.97	\$3,602.97
201-500	\$1,832.97	\$1,562.97	5001+	\$5,315.97	\$4,517.97
501-1000	\$2,189.97	\$1,862.97			

\*Applies to new, first time subscribers who did not take ESPN GamePlan previously.

**CricketTicket™ 2010** Exciting world-class cricket matches and India tours. Season dates are February 25, 2010 - February 25, 2011. Requires 36" international dish receiver. Package is non-refundable.

**\$999.00 per season**

**SPORTS PROGRAMMING**

**Altitude Sports & Entertainment<sup>HD</sup>** Altitude Sports and Entertainment is a regional sports network that provides the Rocky Mountain region with sports programs including outdoor and lifestyle shows, and entertainment programs. Price based on EVO. Service automatically renews<sup>\*\*</sup>.

<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>	<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>
1-50	\$29.99	\$359.88	151-200	\$44.99	\$539.88
51-100	\$34.99	\$419.88	201+	\$49.99	\$599.88
101-150	\$39.99	\$479.88			

**Comcast SportsNet Bay Area<sup>HD</sup>** Programming includes San Francisco Giants baseball, Golden State Warriors basketball, San Jose Saber-Cats football, and San Jose Earthquakes soccer. Service automatically renews<sup>\*\*</sup>.

<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>	<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>
1-50	\$29.99	\$359.88	151-200	\$44.99	\$539.88
51-100	\$34.99	\$419.88	201+	\$49.99	\$599.88
101-150	\$39.99	\$479.88			

\*Applies to new, first time subscribers who did not take the seasonal sports service previously. Blackout restrictions and other conditions apply to sports programming. All programming and pricing subject to change. HD: Number of HD channels varies based on package selection. RSN HD feed varies by territory. <sup>††</sup>Seasonal sports subscription(s) will automatically continue each season provided DIRECTV carries this service, unless customer calls to cancel prior to the start of the season.

**Comcast SportsNet California HD** is a sports and entertainment television network featuring the Sacramento Kings, Sacramento Monarchs, Oakland Athletics, San Jose Sharks, local, regional and national sporting events as well as sporting news and sports talk. Service automatically renews\*\*.

<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>	<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>
1-50	\$30.00	\$360.00	151-200	\$85.00	\$1,020.00
51-100	\$45.00	\$540.00	201+	\$110.00	\$1,320.00
101-150	\$60.00	\$720.00			

**Comcast SportsNet Chicago HD** A 24-hour Chicago-based regional sports network providing Chicago sports fans with in-depth local sports coverage. Service automatically renews\*\*.

<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>	<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>
1-50	\$30.00	\$360.00	151-200	\$85.00	\$1,020.00
51-100	\$45.00	\$540.00	201+	\$110.00	\$1,320.00
101-150	\$60.00	\$720.00			

**Comcast SportsNet New England HD** Covers sports in the Northeastern U.S. including the Boston Celtics, Connecticut Suns, and New England Revolution. Service automatically renews\*\*.

<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>	<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>
1-50	\$29.99	\$359.88	151-200	\$44.99	\$539.88
51-100	\$34.99	\$419.88	201+	\$49.99	\$599.88
101-150	\$39.99	\$479.88			

**ESPN Networks HD** Your customers will enjoy five channels of 24-hour sports from a leader in sports coverage: ESPN HD, ESPN2 HD, ESPNNews HD, ESPN Classic, and ESPNU HD! Service automatically renews\*\*.

**Monthly Fee.....\$57.99                      Annual Fee.....\$695.88**

**Fox Soccer Channel HD** A single source of viewing sports action from around the globe. See soccer action and exclusive coverage of the world's best rugby leagues, as well as first class international sports such as tennis, boxing, auto racing, superbikes and a variety of sports news and magazine news. Fee is non-refundable. Service automatically renews\*\*.

**Monthly Fee.....\$45.99                      Annual Fee.....\$499.00**

**Fox Soccer Plus HD** A complement to Fox Soccer Channel. Enjoy this new international sports network which offers the best international soccer and rugby from the elite leagues and competitions all over the globe, including the UEFA Champions League, Barclay's Premier League and Magners League. Package is non-refundable. Service automatically renews.\*\*

<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>
1-50	\$100	201-500	\$250
51-100	\$150	501+	\$300
101-200	\$200		

**FOX Deportes** Features comprehensive, year-round coverage of top-flight sporting events, including the biggest Latin American and International soccer, baseball and combat sports. Fee is non-refundable. Service automatically renews\*\*.

**Monthly Fee.....\$44.99                      Annual Fee.....\$539.88**

**Fox Sports Net (FSN) HD** Get coverage of your local in-market professional teams, great collegiate action and much more on these regional sports networks: Comcast SportsNet Mid-Atlantic, New England Sports Network, Sun Sports, Fox Sports Networks, including FSN Arizona HD, FSN Cincinnati, FSN Detroit HD, FSN Florida HD, FSN Midwest HD, FSN North HD, FSN Northwest HD, FSN Ohio, FSN Pittsburgh HD, FSN Rocky Mountain HD, FSN South HD, FSN South-west HD, FSN West HD and FSN Prime Ticket HD. Service automatically renews\*\*.

<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>	<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>
1-50	\$54.95	\$600	151-200	\$129.95	\$1,450
51-100	\$74.95	\$795	201+	\$154.95	\$1,755
101-150	\$99.95	\$1,125			

**Madison Square Garden (MSG) & MSG Plus HD** The nation's longest running regional sports network, telecasts more than 300 live events a year, including the Knicks, Rangers, Sabres and Red Bull as well as a plethora of college basketball, college football, boxing and high school sports. MSG Plus is the television home of the New York Islanders and New Jersey Devils, and covers the New York, Southern Connecticut, New Jersey, Northeast Pennsylvania areas. Service automatically renews\*\*.

<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>	<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>
1-50	\$44.99	\$539.88	151-200	\$59.99	\$719.88
51-100	\$49.99	\$599.88	201+	\$64.99	\$779.88
101-150	\$54.99	\$659.88			

Blackout restrictions and other conditions apply to sports programming. All programming and pricing subject to change. HD: Number of HD channels varies based on package selection. RSN HD feed varies by territory.

**Mid-Atlantic Sports Network HD** MASN is the television home of the Washington Nationals and the Baltimore Orioles. MASN serves the Mid-Atlantic region from Harrisburg, Pennsylvania to Charlotte, North Carolina including Delaware, Maryland, Virginia and the District of Columbia. Service automatically renews\*\*.

<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>	<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>
1-50	\$29.99	\$359.88	151-200	\$44.99	\$539.88
51-100	\$34.99	\$419.88	201+	\$49.99	\$599.88
101-150	\$39.99	\$479.88			

**SportsNet New York HD** A 24-hour, 7-day-a-week regional sports and entertainment network that is the TV home of the Mets and Jets and all things New York sports. SportsNet New York will feature over 120 New York Mets games and provides unparalleled live sports and local news coverage. Serves New York, Connecticut, and most of New Jersey and northeastern Pennsylvania. Service automatically renews\*\*.

<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>	<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>
1-50	\$55.00	\$660.00	151-200	\$125.00	\$1,500.00
51-100	\$75.00	\$900.00	201+	\$150.00	\$1,800.00
101-150	\$95.00	\$1,140.00			

**SportsTime Ohio HD** SportsTime Ohio is the Cleveland Indians' TV flagship, airing 130 Indians games with pre- and post-game coverage. This channel also offers a variety of other programming for Ohio-area sports fans. Service automatically renews\*\*.

<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>	<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>
1-50	\$35.00	\$420.00	151-200	\$65.00	\$780.00
51-100	\$45.00	\$540.00	201+	\$75.00	\$900.00
101-150	\$55.00	\$660.00			

**Tennis Channel HD** As the only 24-hour network dedicated to the players and lifestyle surrounding the sport, Tennis Channel offers live tournament coverage and classic matches from the past, interviews with current and former stars and tennis instruction.

**Monthly Fee.....\$19.99**

**The Big Ten Network HD** The Big Ten Network is dedicated to capturing the passion and tradition of the Big Ten Conference and its 11 storied universities; showcasing nearly 400 live sporting events each year, original campus programming, and providing the go-to destination for Big Ten alumni and fans across the nation.

**Monthly Fee.....\$39.99**

**The Golf Channel HD** Television's first and only 24-hour channel dedicated exclusively to golf. Includes coverage of world-class U.S. tournaments and international events, plus instructional programming.

**Monthly Fee.....\$24.99**

**Annual Fee.....\$299.88**

**WWE® Blast Area** WWE® Blast Area combines the WWE's highly successful monthly pay per view events into a DIRECTV package capable of attracting a new—and loyal—customer base to your establishment. WWE's popularity spans all regions and all demographics. Fee is non-refundable.

<u>Estimated Viewing Occupancy</u>	<u>2010 6-Month Rate</u>	<u>2010 A La Carte Rate*</u>	<u>Estimated Viewing Occupancy</u>	<u>2010 6-Month Rate</u>	<u>2010 A La Carte Rate*</u>
1 - 50	\$1,296	\$360	1,001 - 1,500	\$10,800	\$3,000
51 - 100	\$2,160	\$600	1,501 - 2,000	\$14,400	\$4,200
101 - 200	\$3,024	\$840	2,001 - 5,000	\$18,000	\$5,040
201 - 500	\$4,200	\$1,200	5,001 - 10,000	\$21,600	\$6,000
501 - 750	\$5,400	\$1,500	10,001 +	\$25,200	\$7,200
751 - 1,000	\$7,200	\$2,040			

\*Excludes WrestleMania; WrestleMania pricing is separate. Please call 888/200-4388 for more details.

**YES Network HD** Your source for up to 135 exclusive local New York Yankees baseball games, as well as New York Magazine shows and other Northeastern-related regional sports. YES Network will feature live games, with pre- and post-game coverage, other New York area games, replays, classic footage, sports highlights and interview shows. Service automatically renews\*\*.

**In-Market:** For viewers in New York, Connecticut, and portions of New Jersey and Pennsylvania rates are as follows:

<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>	<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Annual Fee</u>
1-50	\$55.00	\$599	151-200	\$150.00	\$1,599
51-100	\$75.00	\$819	201+	\$200.00	\$2,159
101-150	\$100.00	\$1,079			

**Out-of-Market:** Out-of-market customers will be able to view pre- and post-game coverage, as well as other Yankees-related programming. Please note: Yankees games carried on YES Network will be blacked out. To view live New York Yankees baseball, please refer to the MLB EXTRA INNINGS® package.

<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>	<u>Estimated Viewing Occupancy</u>	<u>Monthly Fee</u>
1-50	\$10.00	201-500	\$15.00
51-100	\$11.00	501-1,000	\$20.00
101-150	\$12.00	1,001-2,000	\$25.00
151-200	\$13.00	2,001+	\$37.50

Blackout restrictions and other conditions apply to sports programming. All programming and pricing subject to change. HD: Number of HD channels varies based on package selection. RSN HD feed varies by territory. Local HD channels vary by territory.





**INTERNATIONAL PROGRAMMING (CONT.)****DIRECTV® Public Viewing Packages and Rates (Cont.)**

**GreekDirect™ II** Has programming for the whole family with comedy, news, drama, music, pop culture and more. Includes MEGA Cosmos, Alpha Sat, After Globe and GMTV. Service automatically renews\*.

**Monthly Fee.....\$44.99**                      **Annual Fee.....\$539.88**

**HindiDirect™ II** Comprehensive Hindi entertainment package including STAR PLUS India's number one channel, STAR NEWS a 24-hour Hindi news channel, AASTHA, Filmy, MTV India, NDTV, NDTV Good Times, NDTV Profit, STAR Gold, STAR ONE, UTV Movie Channel, Willow Cricket. Requires 36" international dish and capable receiver. Service automatically renews\*.

**Monthly Fee.....\$39.99**                      **Annual Fee.....\$479.88**

**Jadeworld®** Now you can get six Chinese-language channels in one affordable package! Channels include TVB1, TVB2, TVBS, TVB Entertainment, CCTV-4 and Tai Seng Entertainment. Requires DIRECTV Multi-Satellite System and telephone connection. Service automatically renews\*\*

**Monthly Fee.....\$44.99**                      **Annual Fee.....\$539.00**

**KoreanDirect™** Includes ten leading Korean channels: YTN Korea's first 24-hour news network, CTS, EBS, MBC, MBC Every1, SBS, SBS Plus, TAN TV and National Geographic Channel Korea. Plus the number one Korean radio station in the United States: Radio Korea (Audio only). Requires 36" international dish and capable receiver. Service automatically renews\*.

**Monthly Fee.....\$36.99**                      **Annual Fee.....\$443.88**

**MandarinDirect™ III** Features Charming China, CTI Zhong Tian, Phoenix North American Chinese Channel, Phoenix Info News delivering independent financial news and current affairs in Mandarin Chinese 24-hours-a-day, TVBS, TVB8, Tai Seng Sat TV and CCTV4. Requires 36" international dish and capable receiver. Service automatically renews.

**Monthly Fee.....\$29.99**                      **Annual Fee.....\$359.88**

**RTR Planeta** With the leading channels "Kultura" and "Rossiya", this channel features cultural programming, news, sports, feature films and documentaries, and delivers them to all Russian-speaking people around the world. Requires 36" international dish and capable receiver. Service automatically renews\*.

**Monthly Fee.....\$24.99**                      **Annual Fee.....\$299.88**

**RussianDirect™** Offers an exciting mix of news, movies, sports, talk and more to keep you connected to Russian culture, including Channel One Russia Worldwide (C1RW), Dom Kino, Muzika Pervogo, TV Nanny and Vremya: Retro Channel. Requires 36" international dish and capable receiver.

**Monthly Fee.....\$39.99**                      **Annual Fee.....\$479.88**

**RussianDirect™ II** Get the best programming for every age group, including Channel One, Dom Kino, Muzika Pervogo, RTR Planeta, Rossiya 24, RTVi, TV Nanny and Vremya. Requires 36" international dish and capable receiver. Service automatically renews\*.

**Monthly Fee.....\$45.99**                      **Annual Fee.....\$551.88**

**TamilDirect™** Star Vijay is one of the most popular entertainment channels in India broadcasting in Tamil. Star Vijay features an excellent mix of dramas, soaps, comedy, music and movies to talk shows and debates on topical issues. Plus spiritual network AASTHA. Requires 36" international dish and capable receiver. Service automatically renews\*.

**Monthly Fee.....\$24.99**                      **Annual Fee.....\$299.88**

**TeluguDirect™** Features programming including news, feature films and music programs. TeluguDirect® also includes special programs during festivals specific to the Andhra Pradesh region. Plus spiritual network AASTHA. Requires 36" international dish and capable receiver. Service automatically renews\*.

**Monthly Fee.....\$24.99**                      **Annual Fee.....\$299.88**

**TFCDirect™** Offers the best in Filipino television and radio, including news, movies, talk shows, sports, regional programming and more. Includes ABS-CBN News Channel, Cinema One Global, DWRR 101.9, DZMM Radio Patrol, The Filipino Channel, Pinoy Central TV and MYX music channel. Requires 36" international dish and capable receiver. Service automatically renews\*.

**Monthly Fee.....\$32.99**                      **Annual Fee.....\$395.88**

**VietDirect™ HONVIETV** Enjoy an amazing programming mix created specifically for Vietnamese Americans. Offers SBTN: the first 24-hour Vietnamese programming network originated in America, TVB Vietnam, SBTN Little Saigon Radio, HONVIETV, Tai Seng Vietnam, Vien Thao. Requires 36" international dish and capable receiver. Service automatically renews\*.

**Monthly Fee.....\$34.99**                      **Annual Fee.....\$419.88**

**VietDirect™ VHN** Offers SBTN: the first 24-hour Vietnamese programming network originated in America. VHN-TV: dedicated to education and awareness, featuring Vietnamese customs and traditions and a variety of programs, TVB Vietnam, Little Saigon Radio, Tai Seng Vietnam, Vien Thao. Requires 36" international dish and capable receiver. Service automatically renews\*.

**Monthly Fee.....\$29.99**                      **Annual Fee.....\$359.88**

**BONUS Channels** - Designed specifically for an international audience, these channels are included with any International package: **MHz Worldview, CCTV-9 and GEM NET (Global Expansion Media Network)**



# Public Viewing Order Form

DIRECTV Account #:

(Required when ordering additional services after account activation.)

Customer Name \_\_\_\_\_ Email Address \_\_\_\_\_

DBA \_\_\_\_\_ Contact Name \_\_\_\_\_

Service Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
(Street address must be given)

Service Phone Number \_\_\_\_\_ Service Fax Number \_\_\_\_\_ Install Date \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Billing Phone Number \_\_\_\_\_ Billing Fax Number \_\_\_\_\_

ACCOUNT TYPE:  PUBLIC/BAR  NATIONAL FRANCHISE/BLK Ref. Code \_\_\_\_\_

Please choose one (Legal Structure):  Sole Proprietorship  Partnership  Corporation  LLC  Government Agency

State of Organization (e.g., CA, NY, etc.): \_\_\_\_\_ Federal Tax ID Number: \_\_\_\_\_ Tax Exempt: YES  NO

*If you are a government agency, non-profit organization, or direct payment company, attach copy of tax exemption certificate.*

Please choose your applicable type of establishment.

PUBLIC VIEWING:  BAR/LOUNGE  FAMILY RESTAURANT  FINE DINING  FAST FOOD SERV  PUB  ENTERTAINMENT

EVO: \_\_\_\_\_ FCO: \_\_\_\_\_

## Programming (please fill in)

By signing up for any DIRECTV programming services, subscriber is automatically eligible for Auto Renewal for the next season provided DIRECTV continues to carry the service.

	Monthly Fee*	Annual / Season*
<b>COMMERCIAL XTRA PACK Bundle Package</b> Pricing based on EVO. Service automatically renews**	\$	\$
<b>COMMERCIAL CHOICE PLUS Package</b> Pricing based on EVO. Service automatically renews**	\$	\$
<b>COMMERCIAL CHOICE Package</b> Pricing based on EVO. Service automatically renews**	\$	\$
_____	\$	\$
_____	\$	\$
_____	\$	\$
_____	\$	\$
_____	\$	\$
_____	\$	\$
# of TVs _____ # of HD Receivers _____ # of SD Receivers _____	TOTAL PAYMENT*	\$

SEASONAL SPORTS SUBSCRIPTIONS: The following sports subscription services are eligible for 3-pay option (billed in 3 equal amounts). PLEASE CHECK APPROPRIATE BOX IF ELECTING 3-PAY OPTION:

NFL SUNDAY TICKET™  NBA LEAGUE PASS  NHL® CENTER ICE®  MLB EXTRA INNINGS®  CricketTicket™  ESPN GamePlan  ESPN Full Court

### Payment Options PURCHASE ORDERS NOT ACCEPTED

Check Enclosed  Visa  MasterCard  Discover Card  American Express  Other

Name on credit card: \_\_\_\_\_ Credit Card #: \_\_\_\_\_ CCV # \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Amount to charge against credit card (total payment): \$ \_\_\_\_\_ I authorize the use of this credit card for recurring payment? Yes  No

Signature of Cardholder: \_\_\_\_\_ Date: \_\_\_\_\_

Customer Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Commercial Dealer Information

I certify that the foregoing information is to the best of my knowledge, complete and accurate, and that I have verified the accuracy of the information that is referenced in the contracts and attachments by personally visiting the above-referenced establishment.

Commercial Sales Agent Name: \_\_\_\_\_ Commercial Dealer Number: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Signature of Sales Agent: \_\_\_\_\_ Date: \_\_\_\_\_

# DIRECTV Commercial Viewing Agreement

Effective as of June 2010, until replaced

**THIS DESCRIBES THE TERMS AND CONDITIONS of YOUR RECEIPT AND PAYMENT OF DIRECTV® SERVICE and is subject to arbitration (section 16). IF YOU DO NOT ACCEPT THESE TERMS, PLEASE NOTIFY US IMMEDIATELY AND WE WILL CANCEL YOUR SERVICE. IF YOU INSTEAD DECIDE TO RECEIVE OUR SERVICE, IT MEANS THAT YOU ACCEPT THESE TERMS AND THEY ARE LEGALLY BINDING.**

**CONTACTING DIRECTV:** You may contact our DIRECTV Business Service Center by calling 1-888-200-4388 or by writing to: **DIRECTV Business Service Center**, P.O. Box 5392, Miami, FL 33152-5392.

## DEFINITIONS:

As used in this Agreement:

"DIRECTV," "we," "us," or "our" means DIRECTV, Inc. or any of its authorized commercial sales agents;

"You," "your," or "Customer" means the entity identified below that is responsible for the payment of fees and charges to us;

"Access Card" means the conditional access card inserted into the DIRECTV System receiver unit used in the reception of DIRECTV® programming services;

"DIRECTV System" means the equipment, including the Access Card, that is used to receive DIRECTV programming services;

"Marks" means any trademarks, symbols, logos, etc. whether owned by DIRECTV or a third party(s), that are used in connection with or are otherwise associated with the Service(s), as defined below; and

"Service(s)" means DIRECTV programming including subscriptions, sports, music and other programming) and any other services that we may provide to you under this Agreement.

**1) AGREEMENT TO TERMS AND CONDITIONS:** You promise to pay amounts billed by us for the Services and related fees, taxes, and charges. We have the right to require payment in advance of activation of your account for any or all Services, related fees, taxes and charges. You authorize DIRECTV to make inquiries into your credit worthiness, including receipt and review of credit bureau information. And, based on the results of such credit inquiry we may refuse to provide Services to you. We reserve the right to change these terms and conditions, including the Applicable Fees and Charges identified below. If any changes are made, we will send you a written notice describing the change and its effective date. If a change is not acceptable to you, you may cancel your Service; provided, however, that if you do cancel Service you will not be entitled to a refund of any prepaid subscription amounts paid in connection with any DIRECTV offer or promotion. If you do not cancel your Service within 14 days after the date of the written notice describing the change, your continued receipt of any Service is considered to be your acceptance of that change.

**2) BILLING STATEMENTS AND PAYMENTS:** We will send you a statement for each billing cycle in which you have an outstanding balance (usually once every 30 days). Statements will show: a) payments, credits, purchases, and any other charges to your account; and b) the amount you owe to DIRECTV and the date the payment is due. Payment must be made via check or money order payable to DIRECTV in U.S. Dollars. We reserve the right, but not the obligation, to accept credit card payments made in U.S. Dollars. Payment of the outstanding balance is due in full upon receipt of the bill. If we do not receive payment from you before your next statement is issued, we have the right to inactivate your Service upon the expiration of any applicable grace period with respect to the amount due. We may, but are not required to, accept partial payments from you. If partial payments are made and accepted, they will be applied to statements starting with the oldest outstanding statement.

**3) PAYMENT FOR SERVICE:** You promise to pay for: a) all Services ordered by you or anyone who uses your DIRECTV System(s), whether with or without your permission, through all periods until you cancel the subscription and other Services; b) administrative fees and any other fees as provided for in this Agreement or by applicable law; and c) all taxes or other governmental fees, which are now or may in the future be assessed because you receive the Services. If you paid for an annual subscription to any Service and your account is past due for any amounts owed to us, your annual subscription may, at our sole discretion, be converted to a monthly subscription. This conversion will prorate your annual subscription and all monies owed to us to the present date. The resulting credit, if any, shall be applied to any past due amounts, and any remaining credit is applied to your future monthly Services.

**4) QUESTIONS ABOUT YOUR BILL:** If you think your statement is incorrect or if you need more information about an item on your statement, you can contact DIRECTV Customer Service in writing at the address or phone number indicated above. You must contact us within sixty (60) days of the date you receive the statement on which the error or problem appeared. Undisputed portions of the statement must be paid before the next statement is issued to avoid an Administrative Late Fee and possible inactivation of Services. Please contact us promptly if your Service and/or billing address changes.

**5) CLOSING YOUR ACCOUNT:** You may inactivate or modify Services you receive, or cancel your account, by notifying DIRECTV Customer Service. If you cancel your account, you are still responsible for payment of all outstanding balances accrued through the date of cancellation or any early termination fees or penalties pursuant to this Agreement and the terms and conditions of any other promotional offer which you participated in.

**6) FEES AND CHARGES:** You understand and agree that we do not extend credit to customers and that any charges or fees assessed for late payments, returned payments and reactivation are not interest charges. You understand and agree that all such fees are either as prescribed by law in the state in which your service address is

located or are reasonably related to the actual expense we incur or are required to expend as a result of late or unsatisfied payment. In the case of late payment or non-payment for any of the Services you ordered or any of the charges stated below, you understand and agree that we may report such late payment or non-payment to the appropriate credit reporting agencies.

Following activation of your account, charges for some Services are non-refundable, regardless of the Services.

**Access Card Replacement Fee:** If you report to DIRECTV Customer Service that the Access Card for your DIRECTV System receiver unit is lost, damaged, defective, or stolen, and our evaluation of the Access Card (if available) does not reveal unauthorized tampering or modification, then we agree to replace the Access Card upon your request. You will be charged an Access Card Replacement Fee of \$20.00, which includes shipping. Your Access Card will only work in the DIRECTV System receiver unit that came with it. **Administrative Late Fee:** If we do not receive your payment before your next statement is issued, you may be charged an Administrative Late Fee of up to \$25.00. **Change of Service Fee:** If you request a change of DIRECTV Service from one programming package to another, you may be charged a Change of Service Fee of up to \$10.00. **Deposits:** If your Service is inactivated because you did not submit payment on time or for any other reason, in addition to payment of past due amounts, we may require a deposit before reactivating your Service. Deposits shall not earn or accrue interest. **Duplicate Statement Fee:** For each statement copy requested, you may be charged a Duplicate Statement Fee of up to \$5.00. **Reactivation Fee:** If your DIRECTV Service is inactivated in accordance with your request or because of your failure to pay past due amounts and you want to reactivate the Service, you agree to pay a Reactivation Fee of up to \$15.00, in addition to bringing your account up to date by payment in full of any outstanding balance, fees, and charges. **Returned Payment Fee:** If the bank or other financial institution on which your payment is drawn refuses to pay us for any reason and the check, money order, credit card payment, or other instrument is returned to us unpaid, you agree to pay a Returned Payment Fee of up to \$15.00. **Additional DIRECTV System Receiver Authorization Fee:** For Private Viewing and Business Viewing customers, we may charge you a fee, as set forth on the rate card (if applicable), for each additional DIRECTV System receiver that you request to be authorized to receive the same programming as your initial DIRECTV System receiver ("Additional Receivers"). Each Additional Receiver must be located at the same address as the initial DIRECTV System receiver, which address is identified as the "Service Address" in the Application attached hereto. We reserve the right to limit the number of the Additional Receivers that you may use and to establish rules for such use. Any additional receiver not continuously connected to the identified land-based telephone line may be deemed a primary receiver and you may be charged accordingly. **DIRECTV® PAY PER VIEW Order Assistance Fee:** For Private Viewing customers, the most convenient method of ordering DIRECTV® PAY PER VIEW Services is by using the on-screen program guide and DIRECTV remote control unit to select the movies and other events we offer. To use this method, your DIRECTV System receiver must be continuously connected to a land telephone line. If you order a DIRECTV® PAY PER VIEW movie or event over the telephone by calling DIRECTV Customer Service, a DIRECTV® PAY PER VIEW Order Assistance Fee of up to \$10.00 may be charged to your account for each DIRECTV® PAY PER VIEW movie or event, or other Service that you order with DIRECTV Customer Service's assistance, whether or not you later cancel the order.

**7) CHANGES IN SERVICE AND FEES/SERVICE RENEWAL:** We reserve the right to change the packages, Services, or other services we offer, and our prices or fees, at any time. We may also rearrange, delete, add to, or otherwise change the Services. For any changes to the programming packages, prices, or fees that are within our control, we will notify you of the change and its effective date. If the change is not acceptable to you, you may cancel your Service in whole or in part; provided, however, that if you do cancel Service you will not be entitled to a refund of any prepaid subscription amounts paid in connection with any DIRECTV offer or promotion. If you do not cancel your Service within 14 days, your continued receipt of any DIRECTV Service after the effective date of the change will be deemed to be your acceptance of that change, and you will continue to be responsible for payment. DIRECTV Services that you subscribe to on a periodic basis may be renewed automatically provided we continue to carry the Service, unless you contact DIRECTV Customer Service to cancel the Services.

**8) COLLECTION OF AMOUNTS OWED TO US:** If we choose to use any collection agency or attorney to collect money that you owe us or to assert any other right which we may have against you, you agree to pay the reasonable costs of collection or other action.

**9) LIMITATION OF LIABILITY/EXCLUSION OF WARRANTIES:** DIRECTV IS NOT RESPONSIBLE FOR INTERRUPTIONS OF SERVICE THAT ARE REASONABLY BEYOND OUR CONTROL INCLUDING, WITHOUT LIMITATION, ACTS OF GOD, POWER FAILURE, OR ANY OTHER CAUSE. OUR LIABILITY FOR ANY INTERRUPTION OF SERVICE SHALL NOT EXCEED THE PROGRAMMING FEES DIRECTLY ATTRIBUTABLE TO THE PERIOD OF TIME DURING WHICH SERVICE WAS INTERRUPTED. WE SHALL NOT BE LIABLE FOR COSTS OF PROCUREMENT OF SUBSTITUTE GOODS OR SERVICES, NOR FOR ANY LOSS OF PROFITS, LOSS OF BUSINESS, LOSS OF USE, INTERRUPTION OF BUSINESS, OR OTHER INDIRECT, SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES OF ANY KIND ARISING OUT OF THIS AGREEMENT, HOWEVER CAUSED AND ON ANY THEORY OF LIABILITY, INCLUDING, BUT NOT LIMITED TO, NEGLIGENCE, EVEN IF WE HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH LOSS, AND NOTWITHSTANDING ANY FAILURE OF ESSENTIAL PURPOSE OF ANY LIMITED REMEDY. WE MAKE NO WARRANTY, EITHER EXPRESS OR IMPLIED, REGARDING THE DIRECTV EQUIPMENT OR ANY SERVICES PROVIDED TO YOU.

ALL SUCH WARRANTIES ARE EXPRESSLY EXCLUDED. WE ALSO ARE NOT RESPONSIBLE FOR ANY INCIDENTAL OR CONSEQUENTIAL DAMAGES RELATING TO THE DIRECTV EQUIPMENT. IN ADDITION, WE SHALL HAVE NO LIABILITY TO ANY PERSON OR ENTITY DUE TO OR BASED ON THE CONTENT OR YOUR EXHIBITION OF ANY OF THE PROGRAMMING OR OTHER SERVICES PROVIDED BY US INCLUDING, BUT NOT LIMITED TO, LIABILITY FOR THE PAYMENT OF ANY REQUIRED MUSIC LICENSE FEES. YOU ACKNOWLEDGE THAT YOUR DIRECTV EQUIPMENT HAS BEEN ACQUIRED SEPARATE AND APART FROM THIS AGREEMENT. ANY RIGHTS AND REMEDIES WITH RESPECT TO THE DIRECTV EQUIPMENT MUST BE HANDLED DIRECTLY WITH THE MANUFACTURER OR SUPPLIER OF SUCH EQUIPMENT.

**10) LIABILITY FOR UNAUTHORIZED USE:** If your DIRECTV equipment is stolen or otherwise removed from your premises without your authorization, you must notify DIRECTV Customer Service immediately, but in any event not more than 5 days after such removal, or else you may be liable for payment to us for unauthorized use of your DIRECTV System. You will not be liable for unauthorized use after we receive notification.

**11) RULES FOR USE; TERMINATION:** You are hereby granted the right to receive, exhibit and use the Services in accordance with the terms and conditions set forth in this Agreement, subject to the following rules for use with which you agree to comply. Admission may not be charged for the viewing of, or listening to, any Service(s) provided by us. The Services may not be rebroadcast, transmitted, performed, recorded, duplicated, transcribed and distributed in real-time or near real-time (i.e., provide a "running account") or cablecast. Notwithstanding the foregoing, operation of an authorized DIRECTV digital video recorder, and its intended applications, within the confines of the location shall not be deemed a violation of this Agreement. If you become aware that any third party is rebroadcasting, transmitting, reselling, performing, recording, duplicating, or cablecasting any or all of the Services (whether at your premises or otherwise), or that any third party is receiving, decoding, and/or exhibiting any or all of the Services without authorization from us or at any location other than that which has been authorized by us, you shall notify us immediately and cooperate with us, at our expense for reasonable out-of-pocket expenses, in taking steps to prevent such unauthorized use. No Service provided to you under this Agreement may be used for any unlawful purpose and you shall abide by any and all federal, state, and local rules and regulations applicable to its use and/or exhibition of the Services. You agree that all Services will be exhibited in entirety, in original form and as provided by us, without any modifications, additions (including the addition of a crawl line), or deletions to any of the Services. Any music services, including packaged music channels, shall be used only as accompaniment to routine activities for which there is no admission fee charged, such as, but not limited to, work, shopping, conversation, dining, and relaxation, and the music service shall not be used as an accompaniment to dancing or to serve as an adjunct to any other physical activity (e.g. skating). You shall not use any of the Marks for any purpose whatsoever and, you agree not to do so unless you receive express written consent from us. You must execute and abide by any and all agreements required by programming provider(s) in connection with your use and/or DIRECTV's provision of such Services to you, if any. You shall comply with all applicable DIRECTV requirements with respect to directly and continuously connecting the DIRECTV System receivers to the land-based telephone line identified therein as being associated with each such receiver. Information regarding Services that you have ordered is transmitted via the land-based telephone line(s) identified therein. In addition, we may immediately inactivate any or all Services provided to you if the telephone line(s) identified therein are not performing in accordance with our requirements. DIRECTV, or its authorized agent, shall have the right to inspect your DIRECTV System at any time during your normal business hours. If we reasonably determine that you are in breach of any of these rules for use, or of your obligations under this Agreement, we may immediately inactivate any or all Services provided to you. If Services to you are so inactivated, in addition to the indemnification obligations described below, you are still responsible for payment of all outstanding balances accrued through the date of inactivation. DIRECTV System Access Cards are the property of DIRECTV, Inc. Any tampering or other unauthorized modification to the Access Card may result in, and subject you to, legal action.

**12) PROGRAMMING BLACKOUTS; INDEMNIFICATION:** Certain programming Services we transmit may be blacked out or otherwise unavailable to commercial customers in your local reception area due to legal, contractual, or other restrictions. If you circumvent or attempt to circumvent any of these blackouts or programming restrictions, you may be subject to legal action. YOU AGREE TO INDEMNIFY, DEFEND, AND HOLD DIRECTV, ITS OFFICERS, EMPLOYEES, AGENTS AND REPRESENTATIVES HARMLESS FROM AND AGAINST ANY AND ALL CLAIMS, DAMAGES, LIABILITIES, EXPENSES (INCLUDING REASONABLE ATTORNEYS' FEES AND COSTS OF LITIGATION), LOSSES, JUDGMENTS, AND ASSESSMENTS OF ANY KIND WHATSOEVER DIRECTLY OR INDIRECTLY RESULTING FROM YOUR BREACH OF ANY OF YOUR OBLIGATIONS UNDER THIS AGREEMENT, INCLUDING, BUT NOT LIMITED TO, THOSE IMPOSED BY THIS SECTION.

**13) SALE/TRANSFER OF EQUIPMENT OR PROGRAMMING SERVICES:** You agree to notify us immediately, but in any event not more than 5 days, after you move, sell, give away, or otherwise transfer your DIRECTV equipment to anyone else. You are considered the registered owner of the DIRECTV equipment and recipient of the Services until we receive such notice, and you may be liable for any charges or fees incurred by the use of your DIRECTV equipment by anyone else up to the time that we receive your notice. You may not assign or transfer your Service or any of your rights and obligations under this Agreement without our prior written consent. If you do, we may inactivate your Service.

**14) APPLICABLE LAW; ENTIRE AGREEMENT:** This Agreement shall be governed by applicable federal law, the rules and regulations of the Federal Communications Commission and the laws of the State in which the Service is provided and are subject to amendment, modification, or termination if required by such regulations or laws. In the event that any of the provisions or portions of this agreement are held to be unenforceable or invalid, the validity and enforceability of the remaining provisions or portions will not be affected. This Agreement contains the entire understanding of the parties and supersedes any other prior negotiations, discussions, and agreements between you and DIRECTV.

**15) CERTIFICATION AND REPRESENTATIONS OF AUTHORITY; FULL DISCLOSURE:** Your election to receive Service constitutes your unconditional acceptance of the terms and conditions contained in this Agreement. You certify that all of the below-referenced information is true and correct. Your provision of any false or misleading information shall be deemed by us to constitute a breach of this Agreement. The person ordering Service represents and warrants that (s)he is authorized to agree to the terms of this Agreement. You have had the opportunity to consult with an attorney or any other person/entity of your choosing for legal/professional advice prior to agreeing to this Agreement. Further, you have read and understand the contents, terms, conditions, and effects of this entire Agreement.

**16) ARBITRATION:** Any claim or dispute arising out of, or relating to, this Agreement which cannot be settled by the parties shall be resolved according to binding arbitration conducted in accordance with the rules of JAMS that are in effect at the time the arbitration is initiated (referred to as the "JAMS Rules") and under the rules set forth in this Agreement. The decision of the arbitrator shall be final and binding on the parties and any award of the arbitrator may be entered in any court of competent jurisdiction. Notwithstanding the foregoing, the arbitrator shall not be authorized to award punitive damages with respect to any such controversy, claim or dispute. The cost of any arbitration hereunder shall be paid by the party determined by the arbitrator to not be the prevailing party, or otherwise allocated in an equitable manner as determined by the arbitrator. Neither you nor we shall be entitled to join or consolidate claims in arbitration by or against other individuals or entities, or arbitrate any claim as a representative member of a class or in a private attorney general capacity. Accordingly, you and we agree that the JAMS Class Action Procedures do not apply to our arbitration. If, however, the law of your state would find this agreement to dispense with class arbitration procedures unenforceable, then this entire Section 16 is unenforceable.

**17) PAYMENT UPON CANCELLATION:** You acknowledge that you have provided your credit or debit card account information to us. You understand that you will incur fees and charges as a result of your receipt and use of Service and/or a DIRECTV System, and may incur early cancellation fees and/or equipment non-return fees (as specified in any purchase, programming or other service commitment agreement you entered into in connection with obtaining a DIRECTV System). By giving us your credit or debit card account information, you authorize us to apply this method of payment, in accordance with applicable law, to satisfy any and all amounts due upon cancellation. You further acknowledge that you are required to maintain current credit or debit card information with us and agree to notify us whenever there is a change in such information, such as a change in the card number or the expiration date.

**THE SERVICE PROVIDED TO YOU IS DEPENDENT ON THE TYPE OF COMMERCIAL ESTABLISHMENT YOU OPERATE. YOUR RECEIPT OF SERVICES CONSTITUTES YOUR AGREEMENT TO THE FOLLOWING, AS APPLICABLE:**

**Public Viewing Customers:** If you ordered a Public Viewing programming package, you represent, warrant, acknowledge and agree that Services shall only be displayed or exhibited at establishments wherein the usage and viewing is generally accessible to the public and/or the establishment's clientele and/or in common areas (such as waiting room/area or lobby) AND (1) the establishment's primary source of revenue is derived from the sale of food/beverage for immediate consumption, or (2) the establishment is, or is located within or affiliated within, a hospitality or entertainment establishment (such as a bar, restaurant, diner, stadium, casino, club, cafe, theater) and food/beverage is served for immediate consumption, or (3) the establishment charges, as a part of its primary business operation, admission, a cover charge or minimum charge.

**Business Viewing Customers:** If you ordered a Business Viewing programming package, you represent, warrant, acknowledge and agree that Services shall only be displayed or exhibited at establishments wherein the usage and viewing is generally accessible to the public and/or the establishment's clientele and/or in common areas (such as waiting room/area or lobby) AND (1) the establishment's primary source of revenue is not derived from the sale of food/beverage for immediate consumption, AND (2) the establishment is not a hospitality or entertainment establishment, or is not located within or affiliated within, a hospitality or entertainment establishment (such as a bar, restaurant, diner, stadium, casino, club, cafe, theater), AND (3) the establishment does not charge admission, cover charge or minimum charge.

**Private Viewing Customers:** If you ordered a Private Office Viewing programming package, you represent, warrant, acknowledge and agree that (1) the Services shall only be displayed or exhibited at commercial establishments at which persons will view the Services in areas that are not accessible to the public and (2) you shall not display or exhibit, and shall not permit others to display or exhibit, in any manner whatsoever, any of the Services it receives in areas accessible to the public and/or common areas and (3) your primary business is neither a satellite master antenna television supported facility containing multiple individual commercial units or in the hospitality and/or restaurant/bar industries.



# Commercial Receiver Information Form

DIRECTV Account #:

(Required when ordering additional services after account activation.)

Customer Name \_\_\_\_\_

DBA \_\_\_\_\_ Contact Name \_\_\_\_\_

Service Phone Number \_\_\_\_\_ Email Address \_\_\_\_\_

Are all of the DIRECTV System receivers continuously connected to the same land-based telephone line? YES  NO

**RECEIVER INFORMATION** (NOTE: THE MAXIMUM NUMBER OF RECEIVERS AUTHORIZED ON A DIRECTV ACCOUNT IS 20.)

Receiver #1

Access Card Number	Location of Receiver	Receiver Serial	RID Number
Receiver Manufacturer	Receiver Model	Associated Telephone Number (Receiver must be continuously connected to a land-based phone line.)	

Receiver #2

Access Card Number	Location of Receiver	Receiver Serial	RID Number
Receiver Manufacturer	Receiver Model	Associated Telephone Number (Receiver must be continuously connected to a land-based phone line.)	

Receiver #3

Access Card Number	Location of Receiver	Receiver Serial	RID Number
Receiver Manufacturer	Receiver Model	Associated Telephone Number (Receiver must be continuously connected to a land-based phone line.)	

Receiver #4

Access Card Number	Location of Receiver	Receiver Serial	RID Number
Receiver Manufacturer	Receiver Model	Associated Telephone Number (Receiver must be continuously connected to a land-based phone line.)	

*For additional receivers, please make a photocopy of this page and submit with contract paperwork.*

\* Program pricing does not include taxes and is subject to tax. Account is responsible for all taxes charged on account services. DIRECTV will issue a bill for appropriate taxes after service has been authorized. If tax-exempt, submit tax exemption certificate and once approved, all accrued taxes will be refunded back to account. \*\*Some services automatically renews based on original subscription term, provided DIRECTV carries this service, unless customer calls to cancel prior to the start of the term; however, ESPN/ESPN2/ESPNNews is non-refundable and non-proratable once renewal fee is paid. Blackout restrictions apply to sports programming. To receive sports programming, all DIRECTV Receivers must be continuously connected to the same land-based phone line. DIRECTV System dish with dual-feed LNB required to feed multiple DIRECTV Receivers with a single dish. Commercial locations require an appropriate license agreement. Commercial signal theft is subject to civil and criminal penalties. Programming, pricing, terms and conditions subject to change. Hardware and programming sold separately. Equipment specifications may vary in Alaska and Hawaii. Games shown on local TV stations or regional sports networks will not be included in sports subscription packages. All other trademarks and service marks are the property of their respective owners. DIRECTV and DIRECTV for Business logo and COMMERCIAL XTRA are trademarks of DIRECTV, Inc. ©2010 DIRECTV, Inc.