



# NOW GET OVER 150 CHANNELS

**ACT NOW!**  
**\$29<sup>99</sup> mo.**  
**FOR 12 MONTHS**  
The CHOICE™ package  
After rebate

local channels included\*  
abc CBS eye NBC FOX PBS CW myTV  
And many more of your favorite independent channels in select markets.



And many more!

Prices include a \$24 bill credit for 12 months after rebate, plus an additional \$5 with online rebate and consent to email alerts. With agreement.\*

## Lock in your price for one year!

### For a limited time get:

**FREE**  
FOR 3 MONTHS\*  
Get 21 movie channels!  
**starz** **SHOWTIME**  
12 Channels 9 Channels  
Over \$70 Value!  
With activation of CHOICE XTRA™ package or higher.

**2 FREE**  
UPGRADES  
HD DVR & HD RECEIVER  
  
\$298 Value!  
Models may vary.  
With activation of CHOICE XTRA™ package or higher. With agreement.\*

**FREE**  
PRO INSTALL  
IN UP TO 4 ROOMS  
  
Custom installation extra. Handling & delivery fee \$19.95.  
Lease fee of \$5/mo. for second & each additional receiver.

Spanish Available  
**DIRECTV Más™**  
Service  
Over 150 of the best Spanish-  
and English-language channels!™  
**\$24<sup>99</sup> mo.**  
FOR 12 MONTHS  
The ÓPTIMO MÁS™ package  
After rebate  
Prices include a \$18 bill credit for 12 months after rebate, plus an additional \$5 with online rebate and consent to email alerts. With agreement.\*

Offers extended to 7/21/10. Credit card required (except in MA & PA). New approved customers only (lease required, must maintain programming, DVR and HD Access). Hardware available separately. Applicable use tax adjustment may apply on the retail value of the installation.

It's as easy as 1,2,3

- 1 CALL** to schedule your free installation
- 2 SELECT** the package you want
- 3 ENJOY** America's #1 Satellite TV Service

**Switch today!**  
**1-877-467-6409**

**NO EQUIPMENT TO BUY!  
NO START-UP COSTS!**

\*INSTANT REBATE: Second advanced receiver offer for qualified customers only who select an HD DVR or HD Receiver as the first free receiver upgrade. Advanced receiver instant rebate requires activation of the CHOICE XTRA package or above; MAS ULTRA or above (or for DVR receiver, OPTIMO MÁS Package or above); Jadeworld; or any qualifying international service bundle, which shall include the PREFERRED CHOICE programming package (valued at \$38.99/mo.). DVR service (\$7/mo.) required for DVR and HD DVR lease. HD Access fee (\$10/mo.) required for HD and HD DVR lease. LIMIT TWO ADVANCED RECEIVER REBATES PER DIRECTV ACCOUNT. INSTALLATION: Standard professional installation only. Custom installation extra. SYSTEM LEASE: Purchase of 24 consecutive months of any DIRECTV base programming package (\$29.99/mo. or above) or qualifying international services bundle required. FAILURE TO ACTIVATE IN ACCORDANCE WITH THE EQUIPMENT LEASE ADDENDUM MAY RESULT IN A CHARGE OF \$150 PER RECEIVER. IF SERVICE IS TERMINATED BEFORE THE END OF AGREEMENT, A CANCELLATION FEE OF \$20/MONTH REMAINING WILL 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. BILL CREDIT/PROGRAMMING OFFER: Free SHOWTIME for 3 months, a value of \$38.97. Free Starz and SHOWTIME for 3 months, a value of \$72. LIMIT ONE PROGRAMMING OFFER PER ACCOUNT. Featured package names and prices: CHOICE \$58.99/mo.; CHOICE XTRA \$63.99/mo.; OPTIMO MÁS \$47.99/mo. Upon DIRECTV System activation, customer will receive 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 full \$29 credit (\$23 for OPTIMO MÁS) in first 12 months, customer must submit rebate online and consent to email alerts prior to rebate redemption. Online redemption requires valid email address. Rebate begins 6-8 weeks after receipt of rebate form online or by mail. Timing of promotional price depends on redemption date. Account must be in "good standing," as determined by DIRECTV in its sole discretion, to remain eligible. DIRECTV is not responsible for late, lost, illegible, mutilated, incomplete, misdirected or postage-due mail. 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 INCLUDING THE \$5/MO. LEASE FEE FOR THE 2ND AND EACH ADDITIONAL RECEIVER. DIRECTV System has a feature which restricts access to channels. In certain markets, programming/pricing may vary. \*Eligibility for local channels based on service address. \*\*Includes English-language broadcast channels with alternate Spanish-language audio and Sonic Tap Satellite Radio channels. 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. ©2010 DIRECTV, Inc. DIRECTV and the Cyclone Design logo, CHOICE, CHOICE XTRA, OPTIMO MÁS and DIRECTV Más are trademarks of DIRECTV, Inc. All other trademarks and service marks are the property of their respective owners.