



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

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



**GET ACCESS TO OVER**

**120**

**CHANNELS**

**LOCAL CHANNELS INCLUDED\***

in over 97% of the U.S.



**LIMITED TIME ONLY** **\$29<sup>99</sup>** **MO.** **FOR 12 MONTHS**  
After rebate Ask how.



**Worry-free  
signal reliability.**

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

**Switch in minutes!**

**1-877-259-8129**  
or visit [directv.com](http://directv.com)

Prices higher and terms & conditions vary in select markets, also dependent on the package selected. 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. See details on back.



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ONE YEAR!**

**ACCESS TO OVER  
120 CHANNELS** **\$29<sup>99</sup>** **MO.** **FOR 12 MONTHS**  
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**NO Equipment  
to Buy!  
NO Start-Up Costs!**

**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.



Get 400 of the newest releases. **Plus instant access  
to over 6,000 shows and movies, at no extra charge.**

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.

**Switch today!**

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**\*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-PREVAILING 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.** **†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. each. **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 \$39.99/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.

\*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. Access to DIRECTV CINEMA programming available at no additional charge is based on package selection. Actual number of TV shows and movies will vary. Some DIRECTV CINEMA content requires an HD DVR (HR20 or later) or DVR (R22 or later), DIRECTV CINEMA Connection Kit (\$25) and broadband Internet service with speeds of 750 kbps or higher and a network router with an available Ethernet port are required. DVR Service required for DVR and HD DVR Receivers. HD Access required for HD DVR. Visit [directv.com/cinema](http://directv.com/cinema) for details. 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](http://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.