



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:

**BUSINESS VALUE®**

XM Satellite Radio

High-Definition (HDTV) programming\*

NFL SUNDAY TICKET™ - exclusively from DIRECTV

MEGA MARCH MADNESS® - exclusively from DIRECTV

NBA, NHL, MLB packages plus a wide variety of out-of-market sports programming

Local Channels in most metropolitan areas

We are here to help you profit and hope you decide to choose our service for your gym, bank, auto dealership, retail establishment or any other common area location. 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,  
Jamie Jessel  
Senior Director, Commercial Business  
DIRECTV, Inc.  
Contact us at [commercialvoice@DIRECTV.com](mailto:commercialvoice@DIRECTV.com)

\*To access DIRECTV HD programming, a Triple LNB Multi-Satellite Dish, a DIRECTV HD Receiver and HD television equipment are required. Programming subject to change. ©2006 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.



# Business Viewing Ordering Instructions

**Business Viewing:** DIRECTV® programming that is provided to establishments accessible to the general public and whose main source of revenue is not from the sale of food and drink. Examples include retail stores, gyms and banks.

- 1 Select the programming that you wish to receive by completing the appropriate entries on the Business 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:
  - Business Viewing Order Form (Pages 7 & 8).
  - DIRECTV Commercial Viewing Agreement (Pages 9 & 10).
  - Commercial Customer Information Form (Pages 11 & 12).
  - 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**  
**1313 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> BUSINESS VIEWING PACKAGES AND RATES

## DIRECTV<sup>®</sup> COMMERCIAL PACKAGING AND PRICING

**BUSINESS VALUE<sup>®</sup>** Our top package is also our most popular! Business Value offers more than 80 networks of entertainment, sports and news that make this comprehensive package our best value.

A&E	Discovery Kids	The History Channel	Speed
ABC Family	Discovery Times Channel	History International	Spike TV
American Movie Classics (AMC)	DIY Network	Home & Garden Television	Superstation WGN
America's Store	E! Entertainment Television	Home Shopping Network	TBS
Animal Planet	ESPN	The Learning Channel (TLC)	TNT
BBC America	ESPN2	Lifetime	Travel Channel
The Biography Channel	ESPN Classic	Lifetime Real Women	Turner Classic Movies
Black Entertainment Television (BET)	ESPNEWS	LOGO <b>(New!)</b>	Turner South*
Bloomberg Television	ESPNU	The Military Channel	TV Guide Channel
Boomerang	FINE LIVING	MSNBC	TV Land
Bravo	FitTV	MTV	TV One
Cartoon Network	Food Network	MTV2	TVG: The Interactive
CNBC	Fox News Channel	National Geographic Channel	Horseracing Network
CNBC World	Fox Reality	NBA TV	Univision
CNN	Fox Sports Español	NFL Network	USA Network
Comedy Central	FUEL TV	Nickelodeon/Nick at Nite (East)	VH1
Country Music Television (CMT)	Fuse	Nickelodeon/Nick at Nite (West)	VH1 Classic
Court TV	FX	Nicktoons Network	The Weather Channel
C-SPAN	G4 videogame tv	Noggin/The N	
C-SPAN2	Galavisión	Outdoor Channel	<i>PLUS all Regional Sports Networks**</i>
CSTV: College Sports Television	Go!TV	OLN	<i>*where available</i>
Current TV	Great American Country	Oxygen	<i>**Professional games are excluded for out-of-market RSNs</i>
Discovery Channel	GSN, the network for games	QVC	
Discovery Health Channel	Hallmark Channel	Sci-Fi Channel	
Discovery Home Channel	Headline News	The Science Channel <b>(New!)</b>	

Monthly Fee.....\$67.99

Annual Fee.....\$815.00

**XM Satellite Radio** Enjoy America's Largest Playlist with a wide range of music genres, talk shows and more. Receive up to 88 channels that can play through your television audio or stereo system. Service automatically renews\*\*.

XM for Business-The 70s*	America	Fred	Special X	XM Kids
XM for Business-The 80s*	Audio Visions	Fuego	Spirit	XM Pops
XM for Business-America*	Beyond Jazz	The Groove	Squizz – XL	XMU
XM for Business-Audio Visions*	Big Tracks	Hank's Place	Suite 62	
XM for Business-The Blend*	The Blend	The Heart	The System	*100% interruption-free channels, exclusive to Commercial customers
XM for Business-Flight 26*	Bluegrass Junction	The Heat	Top 20 on 20	
XM for Business-The Heart*	Bluesville	High Voltage – XL	Top Tracks	
XM for Business-Loft*	Bone Yard – XL	Highway 16	The Torch	
XM for Business-Lucy*	BPM	The Joint	U-Pop	** available only on 119° orbital slot; Requires DIRECTV Multi-Satellite System and telephone connection.
XM for Business-A Taste of Italy*	Caliente	Liquid Metal – XL	US Country	
XM for Business-Top 20 on 20*	Caricia**	The Loft	Vibra**	
XM for Business-US Country*	Chrome	Lucy	The Village	
XM for Business-Watercolors*	Cinemagic	Luna**	Viva**	
XM for Business-XM Cafe*	The City	The Message	VOX	
XM for Business-XM Hitlist*	Deep Tracks	The Move	Watercolors	
The 40s	Enlighten	On Broadway	World Zone	
The 50s	Escape	Radio Disney	X Country	
The 60s	Ethel	Raw – XL	XM Café	
The 70s	Fine Tuning	Real Jazz	XM Chill	
The 80s	Flight 26	The Rhyme – XL	XM Classics	
The 90s	Frank's Place	Soul Street	XM Hitlist	
Aguila**				

Monthly Fee.....\$27.95

Annual Fee.....\$335.00

**HD Package** The HD Package includes TNT in HD **(New)**, ESPN HD, ESPN2 HD, Discovery HD Theater, HDNet, HDNet Movies and Universal HD! Experience your favorite sports in high definition with games from MLB, NBA, NFL, NHL, and MLS. You'll also get boxing, events, news and concerts, travel shows, movies and more! To access HDTV channels, customers will need any HDTV set with a built-in DIRECTV<sup>®</sup> Receiver or a DIRECTV-enabled high-definition set-top receiver, and a single 18 x 20- or 18 x 24-inch multi-satellite dish with three LNBS. Service automatically renews\*\*.

Monthly fee.....\$13.99

\* & \*\* are explained on Page 8

Blackout restrictions and other conditions apply to sports programming. All programming and pricing subject to change.

**DIRECTV® Business Viewing Packages and Rates (Cont.)**

**Local Channels** Local networks are now available in most metropolitan areas. Service automatically renews\*\*. For local channels availability by ZIP code, call customer service at 888/200-4388 or visit DIRECTV.com/local.

Monthly Fee.....\$6.99                      Annual Fee.....\$83.88

**BUSINESS ENTERTAINMENT®** Give your customers over 40 channels of entertainment programming with this great selection of movie, music and information channels. Complimentary channels also included are BYU TV, CCTV-9, The Church Channel, Daystar, EWTN, Link TV, HITN TV, NASA TV, NRB Network, ONCE Mexico, PBS You, RFD TV, TBN, The Word and World Harvest Television.

A&E	Discovery Channel	The Learning Channel (TLC)	TNT	
ABC Family	Discovery Health Channel	Lifetime	Turner Classic Movies (TCM)	
American Movie Classics (AMC)	E! Entertainment Television	MSNBC	TV Land	
America's Store	Food Network	MTV	Univision	
Animal Planet	Fox News Channel	MTV2	USA Network	
BBC America	Fuse	National Geographic Channel	VH1	
Black Entertainment Television (BET)	FX	Nickelodeon/Nick at Nite (East)	<i>PLUS Regional Sports Networks (in-market)</i>	
Bloomberg Television	Galavisión	Nickelodeon/Nick at Nite (West)		
Bravo	Great American Country (GAC)	Nicktoons		
Cartoon Network	GSN, the network for games	QVC		
CNBC World	The History Channel	Sci-Fi Channel		
Comedy Central	Home & Garden Television	Spike TV		
Country Music Television (CMT)	Home Shopping Network	TBS		
Monthly Fee.....\$44.99	Annual Fee.....\$539.00			

**BUSINESS INFORMATION®** Bring your customers a wealth of news and information with this package of 16 valuable networks. Perfect for a business or professional environment. Complimentary channels also included are BYU TV, CCTV-9, The Church Channel, Daystar, EWTN, Link TV, HITN TV, NASA TV, NRB Network, ONCE Mexico, PBS You, RFD TV, TBN, The Word and World Harvest Television.

Bloomberg Television	Court TV	Discovery Health Channel	Headline News
CNBC	C-SPAN	Fox News Channel	MSNBC
CNBC World	C-SPAN2	G4 videogame tv	The Weather Channel
CNN	Current TV	GSN, the network for games	
Monthly Fee.....\$29.99	Annual Fee.....\$359.00		

**NFL SUNDAY TICKET™** Get the biggest selection of NFL games available anywhere throughout the 17-week **2006** regular season. Give your customers something to cheer about and order NFL SUNDAY TICKET™ for your business today! Local blackout rules apply. Price based on FCO. Fee is non-refundable.

Fire Code Occupancy	Season Fee	Fire Code Occupancy	Season Fee
1-500 .....	\$ 399	501+ .....	\$ 599

**NFL SUNDAY TICKET™ SuperFan** Add to your coverage with this optional add-on to your standard NFL SUNDAY TICKET™ package. NFL SUNDAY TICKET™ SuperFan features over 110 NFL SUNDAY TICKET™ games in High Definition, and new this year, NFL SUNDAY TICKET™ Red Zone Channel, NFL SUNDAY TICKET™ Game Mix and NFL SUNDAY TICKET™ Short Cuts. (Must subscribe to the standard NFL SUNDAY TICKET™ package to be eligible to subscribe to NFL SUNDAY TICKET™ SuperFan add-on package.) Triple LNB multi-sat dish, HD receiver and HDTV required. Interactive receiver required for full Game Mix functionality.

\$99 per season

**ESPN GamePlan** Great college football from top-ranked teams competing around the country — up to 15 games every Saturday during the **2006** regular season. Price based on FCO. Fee is non-refundable.

Fire Code Occupancy	Season Fee	Fire Code Occupancy	Season Fee	Fire Code Occupancy	Season Fee
1-50 .....	\$ 448	201-500 .....	\$ 1,743	2,001-5,000 .....	\$ 3,936
51-100 .....	\$ 844	501-1,000 .....	\$ 2,085	5,001+ .....	\$ 5,060
101-200 .....	\$ 1,411	1,001-2,000 .....	\$ 3,091		

**MLB EXTRA INNINGS<sup>SM</sup>** Great out-of-market pro baseball coverage! Give your customers the games they want to see with hundreds of games — up to 60 games a week during the 2006 regular season! Price based on EVO. Fee is non-refundable.

Estimated Viewing Occupancy	Season Fee	Estimated Viewing Occupancy	Season Fee	Estimated Viewing Occupancy	Season Fee
1-50 .....	\$ 599	201-350 .....	\$ 1,399	2,001-5,000 .....	\$ 2,499
51-100 .....	\$ 799	351-500 .....	\$ 1,499	5,001+ .....	\$ 2,999
101-150 .....	\$ 1,049	501-1,000 .....	\$ 1,699		
151-200 .....	\$ 1,249	1,001-2,000 .....	\$ 1,999		

**Fox Soccer Channel** A single source of 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, and superbikes. Fee is non-refundable. Service automatically renews\*\*.

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

\* & \*\* are explained on Page 8

Blackout restrictions and other conditions apply to sports programming. All programming and pricing subject to change.

**DIRECTV® Business Viewing Packages and Rates (Cont.)**

**Fox Sports Net (FSN)** Get coverage of your local in-market professional teams, great collegiate action and much more on these regional sports networks: NESN, MSG, Sun Sports, Comcast Sports Net Mid-Atlantic, and Fox Sports Networks, including FSN Arizona, FSN Detroit, FSN Midwest, FSN Northwest, FSN Pittsburgh, FSN Rocky Mountain, FSN North, FSN South, FSN Southwest, FSN West and FSN West 2. Price based on EVO. Service automatically renews\*\*.

Estimated Viewing Occupancy	Monthly Fee	Annual Fee	Estimated Viewing Occupancy	Monthly Fee	Annual Fee
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			

**SPORTSCHANNEL<sup>SM</sup>** Get your local in-market professional teams, an incredible selection of terrific collegiate sports on regional sports networks such as FSN Bay Area, FSN Cincinnati, FSN Florida, FSN New England, FSN New York and FSN Ohio. Price based on EVO. Service automatically renews\*\*.

Estimated Viewing Occupancy	Monthly Fee	Annual Fee	Estimated Viewing Occupancy	Monthly Fee	Annual Fee
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			

**SELECCIÓN COMERCIAL ULTRA<sup>TM</sup>** **Now available!** One package that provides all of the Spanish-language channels available in the SELECCIÓN COMERCIAL<sup>TM</sup> package, plus a variety of popular English-language channels such as TNT, TBS and Headline News. Service automatically renews\*\*. Requires DIRECTV Multi-Satellite System and telephone connection.

A&E	Food Network	Mun <sup>2</sup>	TV Land
American Movie Classics (AMC)	Fox News Channel	National Geographic Channel	TV Venezuela*
Animal Planet	Galavisión	NDTV Color Visión	TVE Internacional
Bloomberg Television	Go!TV	Nickelodeon/Nick at Nite (East and West)	TyC Sports
Caracol TV Internacional	GSN, the network for games	ONCE México	Univision
Cine Latino	Headline News	SUR México	Univision (West)
CNBC World	The History Channel	SUR Peru*	USA Network
CNN en Español	HITN TV	Spike TV	Utilísima
Comedy Central	Latinoamerica Television*	TBS	VH1
Court TV	The Learning Channel (TLC)	Teλέ International	WAPA America
C-SPAN	Mexicanal	Telemundo (East and West)	The Weather Channel
C-SPAN2	México 22	TNT	
Current TV	MSNBC	Travel Channel	<i>*Effective 1/17/06</i>
Discovery en Español	MTV	TV Chile	
Ecuavisa Internacional	MTV Español		
	Monthly Fee.....	Annual Fee.....	
	\$57.99	\$695.88	

**SELECCIÓN COMERCIAL<sup>TM</sup>** Spanish-language video channels featuring sports, news, weather, and cultural entertainment. Service automatically renews\*\*. Requires DIRECTV Multi-Satellite System and telephone connection.

Caracol TV Internacional	Latinoamerica Television*	SUR Peru*	Univision (West)
Cine Latino	Mexicanal	Teλέ International	Utilísima
CNN en Español	México 22	Telemundo (East and West)	WAPA America
Discovery en Español	MTV Español	TV Chile	
Ecuavisa Internacional	Mun <sup>2</sup>	TV Venezuela*	<i>*Effective 1/17/06</i>
Galavisión	NDTV Color Visión	TVE Internacional	
Go!TV	ONCE México	TyC Sports	
HITN TV	SUR México	Univision	
	Monthly Fee.....	Annual Fee.....	
	\$37.99	\$425.00	

**MEGA MARCH MADNESS<sup>TM</sup>** Exclusively from DIRECTV, MEGA MARCH MADNESS<sup>TM</sup> brings customers up to 37 out-of-market CBS-produced broadcasts from the first three rounds of the NCAA® Division I Men's Basketball Tournament, up to and including the Sweet 16®. Pricing for 2006 MEGA MARCH MADNESS<sup>TM</sup> is listed below. Price based on EVO. Fee is non-refundable.

Estimated Viewing Occupancy	Season Fee	Estimated Viewing Occupancy	Season Fee	Estimated Viewing Occupancy	Season Fee
1-50 .....	\$ 479	201-500 .....	\$ 965	2,001-5,000 .....	\$ 1,525
51-100 .....	\$ 615	501-1,000 .....	\$ 1,105	5,001-10,000 .....	\$ 1,875
101-200 .....	\$ 765	1,001-2,000 .....	\$ 1,235	10,001+ .....	\$ 2,195

**NBA LEAGUE PASS** It's a slam dunk for great business! Get incredible pro basketball action from outside your local area – up to 40 games a week during the regular season. With this service, you will also get NBA TV on Channel 601, a service giving fans in-depth coverage and highlights, real time stats and scores, interviews, game previews and much more. 2005-06 price based on FCO. Fee is non-refundable.

Fire Code Occupancy	Season Fee	Fire Code Occupancy	Season Fee	Fire Code Occupancy	Season Fee
1-50 .....	\$ 749	151-200 .....	\$ 1,749	1,001-2,000 .....	\$ 3,999
51-100 .....	\$ 999	201-500 .....	\$ 2,399	2,001-5,000 .....	\$ 5,999
101-150 .....	\$ 1,299	501-1,000 .....	\$ 2,999	5,001-10,000 .....	\$ 8,499
				10,001+ .....	\$ 13,499

\* & \*\* are explained on Page 8

Blackout restrictions and other conditions apply to sports programming. All programming and pricing subject to change.

**DIRECTV® Business Viewing Packages and Rates (Cont.)**

**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. 2005-06 price based on FCO. Fee is non-refundable.

Fire Code Occupancy	Season Fee	Fire Code Occupancy	Season Fee	Fire Code Occupancy	Season Fee
1-50 .....	\$ 419	201-500 .....	\$ 1,049	2,001-5,000 .....	\$ 1,889
51-100 .....	\$ 629	501-1,000 .....	\$ 1,259	5,001+ .....	\$ 2,099
101-200 .....	\$ 839	1,001-2,000 .....	\$ 1,679		

**Setanta Sports** A 24-hour English language channel broadcasting live matches, including the UEFA Champions League, FIFA World Cup Qualifying, UEFA Cup, Coca Cola Championship and selected games of Manchester United and Chelsea. Pricing for 2006 is listed below.

Monthly Fee.....\$100.00

**The Golf Channel** TV's first and only 24-hour channel dedicated exclusively to golf. Service automatically renews\*\*.

Monthly Fee.....\$29.95                      Annual Fee.....\$299.00

**PBS** This channel features many popular programs, such as NOVA, Antiques Roadshow, ExxonMobil Masterpiece Theatre, and Mystery! PBS is available to those living outside the DIRECTV Local Channel availability area. Service automatically renews\*\*.

Monthly Fee.....\$1.70

**BabyFirstTV New from DIRECTV!** BabyFirstTV is America's first and only channel dedicated to babies and toddlers and supported by top child development experts. BabyFirstTV offers 24/7 commercial-free programs including best-selling baby DVDs with unique interactive features which provide an opportunity for baby to learn, play and explore alongside their parent. Service automatically renews\*\*.

Monthly Fee.....\$14.99                      Annual Fee.....\$179.88

**MLS DIRECT KICK™** Follow your favorite Major League Soccer teams and players throughout the 2006 season with MLS DIRECT KICK™. You'll see top matchups during the regular season and select playoff games during the post season. Fee is non-refundable.

\$100 per season

**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. 2006 six-month price based on EVO. Fee is non-refundable.

EVO	SIX-MONTH RATE	À LA CARTE RATE	PROMOTIONAL À LA CARTE RATE*
1 - 50	\$1,080	\$300	\$150
51 - 100	\$1,800	\$500	\$250
101 - 200	\$2,520	\$700	\$350
201 - 500	\$3,600	\$1,000	\$500
501 - 750	\$4,500	\$1,250	\$625
751 - 1,000	\$6,000	\$1,700	\$850
1,001 - 1,500	\$9,000	\$2,500	\$1,250
1,501 - 2,000	\$12,000	\$3,500	\$1,750
2,001 - 5,000	\$15,000	\$4,200	\$2,100
5,001 - 10,000	\$18,000	\$5,000	\$2,500
10,001 +	\$21,000	\$6,000	\$3,000

\*Applies to new, first time WWE purchasers only and will be applied to six-month package if purchased.

Please call 888/200-4388 for more details.

**NHL® CENTER ICE®** Fire up your business with this package of out-of-market pro hockey games! Get the best action from the NHL – as many as 40 games a week during the regular season! 2005-06 price based on EVO. Fee is non-refundable.

Estimated Viewing Occupancy	Season Fee	Estimated Viewing Occupancy	Season Fee	Estimated Viewing Occupancy	Season Fee
1-50 .....	\$ 599	101-150 .....	\$ 999	201-500 .....	\$ 1,399
51-100 .....	\$ 799	151-200 .....	\$ 1,199	501+ .....	\$ 1,699

**CricketTicket India** Exciting world-class cricket matches, including India tours. Season dates are January – December, 2006. Requires 36" international dish and capable receiver. Fee is non-refundable.

\$999 per season

**Jadeworld** Now you can get five Chinese-language channels in one affordable package! Channels include JADE-East, JADE-West, Jadeworld Super Channel, The Chinese Movie Channel and CCTV-4. Requires DIRECTV Multi-Satellite System and telephone connection. Service automatically renews\*\*.

Monthly Fee.....\$36.99                      Annual Fee.....\$443.00

**Phoenix TV** Entertainment the whole family can enjoy! Premiere Chinese language programming featuring up-to-the-minute news, current affairs, financial market updates, variety shows, and dramas from China, Hong Kong and Taiwan. Programs include Good Morning China, Behind the Headlines, Asian Journal, City Complex, Phoenix Tonight, Trendy Guide, Perfect Match, and more! Requires DIRECTV Multi-Satellite System and telephone connection. Service automatically renews\*.

Monthly Fee.....\$19.99

\* & \*\* are explained on Page 8

Blackout restrictions and other conditions apply to sports programming. All programming and pricing subject to change.

**DIRECTV® Business Viewing Packages and Rates (Cont.)**

**Aastha** Aastha offers programming on India's rich cultural, spiritual, and social heritage, featuring devotional music and spiritual programs in Hindi, Gujarati, and English languages. Requires 36" international dish and capable receiver. Service automatically renews\*.

Monthly Fee.....\$19.99 Annual Fee.....\$239.88

**SKY TG24** The Italian channel dedicated entirely to national and international news and reports. SKY TG24 provides an objective viewpoint on events in Italy and around the world, with live news features every 30 minutes. Requires 36" international dish and capable receiver. Service automatically renews\*.

Monthly Fee.....\$14.99 Annual Fee.....\$179.88

**BanglaDirect™** Features programming including serials, news, feature films and music programs. Bangla Direct™ also includes special programs during festivals specific to the Bengal region. Requires 36" international dish and capable receiver. Service automatically renews\*.

Monthly Fee.....\$19.99 Annual Fee.....\$239.88

**FilipinoDirect™** The best in Filipino programming, with news, movies, talk shows, sports and regional programming, plus the popular GM Pinoy TV channel. Includes ABS-CBN News Channel, Cinema One Global, DWRR 101.9, DZMM Radio Patrol, The Filipino Channel, GMA Pinoy TV and Pinoy Central TV. Requires 36" international dish and capable receiver. Service automatically renews\*.

Monthly Fee.....\$37.99 Annual Fee.....\$455.88

**GujaratiDirect™** Features programming including serials, news, feature films and music programs. Gujarati Direct™ also includes special programs during festivals specific to the Gujarat region. Requires 36" international dish and capable receiver. Service automatically renews\*.

Monthly Fee.....\$19.99 Annual Fee.....\$239.88

**HindiDirect™** Comprehensive Hindi entertainment package including STAR PLUS - India's number one channel, STAR NEWS – a 24-hour Hindi news channel, STAR ONE, MTV Desi and NDTV (**New!**). Requires 36" international dish and capable receiver. Service automatically renews\*.

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

**MandarinDirect™** Features Phoenix TV and Phoenix InfoNews – delivering independent financial news and current affairs in Mandarin Chinese 24-hours-a-day plus MTV Chi (**New!**). Requires 36" international dish and capable receiver. Service automatically renews\*.

Monthly Fee.....\$17.99 Annual.....\$215.88

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

Monthly Fee.....\$19.99 Annual Fee.....\$239.88

**TeleguDirect™** Features programming including serials, news, feature films and music programs. Telegu Direct™ also includes special programs during festivals specific to the Andhra Pradesh region. Requires 36" international dish and capable receiver. Service automatically renews\*.

Monthly Fee.....\$19.99 Annual Fee.....\$239.88

**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, and Pinoy Central TV. Requires 36" international dish and capable receiver. Service automatically renews\*.

Monthly Fee.....\$27.99 Annual Fee.....\$335.88

**VietnameseDirect™** The first and only 24-hour Vietnamese-language television network in America. Requires 36" international dish and capable receiver. Service automatically renews\*.

Monthly Fee.....\$19.99 Annual Fee.....\$239.88

**RTR Planeta New from DIRECTV!** With the best of its 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.....\$19.99 Annual Fee.....\$239.88

**RussianDirect™ New from DIRECTV!** 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 and Vremya: Retro Channel. Requires 36" international dish and capable receiver.

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

**KoreanDirect™ New from DIRECTV!** Includes three of the leading Korean channels: **YTN** is Korea's first 24-hour news network, providing accurate and up-to-the minute news and events coverage in the country and around the world; **MBC** is a 24-hour a day Korean TV channel that provides popular and award-winning news, sports, cultural, variety show, drama, comedy, and documentary programs; **SBS** is a 24-hour a day Korean TV channel that provides information and entertainment with its unique mix of variety shows, hit dramas, and up-to-the-minute news from Korea. Requires 36" international dish and capable receiver. Service automatically renews\*.

Monthly Fee.....\$31.99 Annual Fee.....\$383.88

\* & \*\* are explained on Page 8

Blackout restrictions and other conditions apply to sports programming. All programming and pricing subject to change.



# BUSINESS VIEWING ORDER FORM

DIRECTV Account #:

(Required when ordering additional services after account activation.)

TO ENSURE TIMELY PROCESSING, COMPLETE ALL SECTIONS OF THIS FORM FOR INITIAL ORDERS AND ORDERS FOR ADDITIONAL SERVICES. NOTE THAT SOME SERVICES REQUIRE ADDITIONAL PAPERWORK. **BLACKOUT RESTRICTIONS AND OTHER CONDITIONS APPLY TO SPORTS PROGRAMMING. ALL PROGRAMMING AND PRICING SUBJECT TO CHANGE.**

Establishment Name / DBA	Date:	Primary DIRECTV System Access Card #	
Service Address	City	State	ZIP Code
Phone # (Mandatory)	Fax # (Mandatory)	Email Address	

Fire Code Occupancy (FCO):  
(Unless otherwise agreed to by DIRECTV, Proof of Occupancy must be provided, including any changes to FCO after Business Viewing order date.)

Estimated Viewing Occupancy (EVO):  
(Subject to DIRECTV verification)

	Monthly Fee*	Annual / Season*
<b>BUSINESS VALUE® Package</b> Service automatically renews**.	\$	\$
<b>XM Satellite Radio</b> Service automatically renews**.	\$	\$
<b>HD Package</b> Service automatically renews**	\$	
<b>Local Channels</b> Service automatically renews**.	\$	\$
<b>BUSINESS ENTERTAINMENT® Package</b> Service automatically renews**.	\$	\$
<b>BUSINESS INFORMATION® Package</b> Service automatically renews**.	\$	\$
<b>NFL SUNDAY TICKET™</b> Available on a seasonal basis	PRICE BASED ON FCO. ADVANCED NON-REFUNDABLE PAYMENT IN FULL IS REQUIRED.	\$
<b>NFL SUNDAY TICKET™ SuperFan</b>	TO BE ELIGIBLE, THE STANDARD NFL SUNDAY TICKET™ PACKAGE MUST BE PURCHASED.	\$
<b>MLB EXTRA INNINGS™</b> Available on a seasonal basis	PRICE BASED ON EVO. ADVANCED NON-REFUNDABLE PAYMENT IN FULL IS REQUIRED.	\$
<b>ESPN GamePlan</b> Available on a seasonal basis	PRICE BASED ON FCO. ADVANCED NON-REFUNDABLE PAYMENT IN FULL IS REQUIRED.	\$
<b>Fox Sports Net</b> Price based on EVO. Service automatically renews**	\$	\$
<b>SPORTSCHANNEL™</b> Price based on EVO. Service automatically renews**	\$	\$
<b>Setanta Sports</b> Service automatically renews**	\$	\$
<b>Fox Soccer Channel</b> Service automatically renews**	\$	\$
<b>SELECCIÓN COMERCIAL Ultra™ Package</b> Service automatically renews**	\$	\$
<b>SELECCIÓN COMERCIAL™ Package</b> Service automatically renews**	\$	\$
<b>MEGA MARCH MADNESS™</b> Available on a seasonal basis	PRICE BASED ON EVO. ADVANCED NON-REFUNDABLE PAYMENT IN FULL IS REQUIRED.	\$
<b>NBA LEAGUE PASS</b> Available on a seasonal basis	PRICE BASED ON FCO. ADVANCED NON-REFUNDABLE PAYMENT IN FULL IS REQUIRED.	\$
<b>ESPN FULL COURT</b> Available on a seasonal basis	PRICE BASED ON FCO. ADVANCED NON-REFUNDABLE PAYMENT IN FULL IS REQUIRED.	\$
<b>The Golf Channel</b> Service automatically renews**.	\$	\$
<b>MLS DIRECT KICK™</b> Available on a seasonal basis	ADVANCED NON-REFUNDABLE PAYMENT IN FULL IS REQUIRED.	\$
<b>WWE® Blast Area</b>	PRICE BASED ON EVO. ADVANCED NON-REFUNDABLE PAYMENT IN FULL IS REQUIRED.	\$
<b>NHL® CENTER ICE®</b> Available on a seasonal basis	PRICE BASED ON EVO. ADVANCED NON-REFUNDABLE PAYMENT IN FULL IS REQUIRED.	\$
<b>Jadeworld</b> Service automatically renews**	\$	\$
<b>Phoenix TV</b> Service automatically renews**	\$	
<b>BabyFirstTV</b> Service automatically renews**	\$	\$
<b>Other (International programming, PBS, etc.):</b>	\$	\$
	<b>SUBTOTAL</b>	\$
<b>PURCHASE ORDERS NOT ACCEPTED.</b>	<b>TOTAL PAYMENT ENCLOSED*</b>	\$

\* & \*\* are explained on Page 8

(\* INCLUDE APPLICABLE SALES TAX WITH TOTAL PAYMENT ENCLOSED)



# BUSINESS VIEWING ORDER FORM

DIRECTV Account #:

(Required when ordering additional services after account activation.)

## Authorizing Signature Approval

SERVICES REQUESTED ON THIS ORDER FORM ARE AUTHORIZED BY:

Customer Authorized Name (Please Print)

Customer Authorized Signature

Please check here if you would not like your establishment to be included in location listings on DIRECTV.com and/or our programming partners' websites.

### Payment Options

- Check Enclosed    VISA    MasterCard    Optima    American Express    Discover Card

Name as it appears on credit card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Amount To Charge Against Credit Card (Total Payment): \$ \_\_\_\_\_

I authorize the use of this credit card for reoccurring payments?  Yes  No

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

\*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.

\*\*Service 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 ESPN FULL COURT or MLS DIRECT KICK. Games telecast locally may also be included in ESPN GamePlan. ESPN GamePlan, ESPN FULL COURT and MLS DIRECT KICK are trademarks of ESPN, Inc. "NFL," the NFL Shield design and "NFL SUNDAY TICKET" are registered trademarks of the National Football League and its affiliates. NHL, the NHL Shield and "CENTER ICE" are registered trademarks of the National Hockey League. "MLB," "MLB EXTRA INNINGS," "Major League Baseball" and the Major League Baseball silhouetted batter logo are service marks of Major League Baseball Properties, Inc. Major League Baseball trademarks and copyrights are used with permission of Major League Baseball Properties, Inc. All other trademarks and service marks are the property of their respective owners. All Rights Reserved. ©2006 DIRECTV, Inc. DIRECTV, the Cyclone Design logo, BUSINESS VALUE, BUSINESS ENTERTAINMENT, BUSINESS INFORMATION, SELECCIÓN COMERCIAL and SELECCIÓN COMERCIAL ULTRA are trademarks of DIRECTV, Inc.

# DIRECTV Commercial Viewing Agreement

Effective as of January 2006, until replaced

**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 DIRECTV programming and other 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 our service. If you paid for an annual subscription to any DIRECTV programming 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 DIRECTV programming 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 programming 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 programming 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 programming 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 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 via continuous connection to the same land-based telephone 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 shall be deemed a primary receiver and you shall 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 Customer Service's assistance, whether or not you later cancel the order.

**7) CHANGES IN PROGRAMMING SERVICE AND FEES/SERVICE RENEWAL:** We reserve the right to change the programming packages, programming 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 programming 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 30 days, your continued receipt of any DIRECTV programming 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 programming 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. The music services, including XM Satellite Radio, shall be used only as accompaniment to routine activities, such as, but not limited to, work, shopping, conversation, dining, and relaxation, and shall not be used as an accompaniment to dancing or to serve as an adjunct to any other physical activity (e.g. skating) and for which there is no admission fee charged. 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 programming 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 programming 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 DIRECTV programming 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 programming service or any or 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 of California 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:** By the signature below, you indicate 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. You understand that your provision of any false or misleading information shall be deemed by us to constitute a breach of this Agreement. Each person signing this Agreement represents and warrants that (s)he is authorized to execute and deliver this Agreement and that the signature of no one else is required to bind that party. You have had the opportunity to consult with an attorney or any other person/entity of your choosing for legal/professional advice prior to executing 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 Commercial Arbitration Rules of the American Arbitration Association then in effect. 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.

**BASED ON YOUR ESTABLISHMENT, PLEASE CHECK THE APPROPRIATE BOX:**

**Public viewing customers:** You acknowledge and agree that DIRECTV programming and 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, cover charge or minimum charge. You represent and warrant that your primary business is either in the hospitality and/or restaurant/bar industries in accordance with the foregoing.

**Business viewing customers:** You acknowledge and agree that DIRECTV programming and 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. You represent and warrant that your primary business is neither in the hospitality and/or restaurant/bar industries.

**Private viewing customers:** You acknowledge and agree that DIRECTV programming and 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. You represent and warrant that 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. You further represent and warrant that 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 and is not accessible to the public. Services include any DIRECTV® Pay Per View Services available to you. The Services may not be viewed in areas accessible to the public and/or common areas.

**AGREED TO AND ACCEPTED BY CUSTOMER:**

AUTHORIZED CUSTOMER SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

NAME OF AUTHORIZED OFFICER/AGENT & TITLE \_\_\_\_\_

NAME OF COMMERCIAL ESTABLISHMENT \_\_\_\_\_



# Commercial Customer Information Form

DIRECTV Account #:

(Required when ordering additional services after account activation.)

Customer Name Email Address (**Mandatory**)

DBA Contact Name

Service Address (Street address must be given)

City State ZIP

Service Phone Number Service Fax Number

Billing Address

City State ZIP

Billing Phone Number Billing Fax Number

**Please circle one**

Legal Structure: Sole Proprietorship Partnership Corporation LLC Government Agency

State of Organization (e.g., CA, NY, etc.): \_\_\_\_\_

Federal Tax ID Number: \_\_\_\_\_ Tax Exempt (circle): Yes No

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

Please circle your applicable type of establishment.

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

**BUSINESS VIEWING:** HEALTH CLUBS LOBBY PRIVATE CLUBS (AIRLINES) BANK RETAIL WAITING ROOM

**PRIVATE VIEWING:** PRIVATE OFFICE **OTHER:** \_\_\_\_\_

**Customer Name**

**Dealer Company Name**

**Customer Authorized Signature**

**Sales Representative Signature**

**Printed Name and Title**

**Printed Name**

**Date**

**DIRECTV Assigned Dealer Number**



# Commercial Customer Information Form

DIRECTV Account #:

(Required when ordering additional services after account activation.)

Customer Name (as entered on Page 11)

DBA (as entered on Page 11)

Contact Name

Service Phone Number (as entered on Page 11)

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 <i>(Receiver must be continuously connected to a land-based phone line.)</i>	

**Receiver #2**

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

**Receiver #3**

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

**Receiver #4**

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

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