

New!
FREE HD*
Limited-Time Offer!

Pick your **DIRECTV** package.

Save \$29 every month and lock in your price for one year.

DIRECTV CINEMA plus — Get 400 of the newest releases.
Plus over 4,000 shows and movies, at no extra charge.

WITH EVERY PACKAGE YOU GET:

- NO Equipment to Buy. NO Start-Up Costs.
- Higher Customer Satisfaction Ratings than Cable
Among the largest national cable and satellite TV providers.
- 99.9% Worry-Free Signal Reliability
- FREE Professional Installation
- Local Channels Included in over 95% of the U.S.

\$29⁹⁹
For 12 Months
After Rebate

The CHOICE™ Package

THE TV PACKAGE THAT BEATS CABLE.

- OVER 150 Digital Channels
- DIRECTV CINEMA plus™**
Over 4,000 Shows and Movies*

PLUS, FREE FOR 3 MONTHS

SHOWTIME.

\$34⁹⁹
For 12 Months
After Rebate

The CHOICE XTRA™ Package

MORE CHANNELS, MOVIES AND SPORTS!

- OVER 210 Digital Channels
- NEW! FREE HD!**
- DIRECTV CINEMA plus™**
Over 4,000 Shows and Movies

PLUS, FREE FOR 3 MONTHS

starz + SHOWTIME.

2 FREE
Upgrades

HD DVR and HD Receiver
\$298 value!***

\$39⁹⁹
For 12 Months
After Rebate

The CHOICE ULTIMATE™ Package

MOVIE LOVERS™ TV PACKAGE.

- OVER 225 Digital Channels
- 11 EXTRA Movie Channels Included
- NEW! FREE HD!**
- DIRECTV CINEMA plus™**
Over 4,000 Shows and Movies

PLUS, FREE FOR 3 MONTHS

starz + SHOWTIME.

2 FREE
Upgrades

HD DVR and HD Receiver
\$298 value!***

Switch today and save! **CALL NOW!**



UNITED SERVICES INC
30208 HWY 136 E

800-585-6454

Authorized DIRECTV Dealer | Your Local Authorized DIRECTV Dealer



Offer ends 2/09/11. 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.

***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 \$68.99/mo.; CHOICE XTRA \$63.99/mo.; CHOICE ULTIMATE \$68.99/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 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 submission online or by phone. Timing of promotional price depends on redemption date. ***FREE HD OFFER:** Includes access to HD channels associated with your programming package. Number and type of HD channels based on package selection. 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. **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-PREVALING RATES INCLUDING THE \$5/MO. LEASE FEE FOR THE 2ND AND EACH ADDITIONAL RECEIVER.** In certain markets, programming/pricing may vary.

****2YR. LEASE AGREEMENT:** Must maintain 24 consecutive months of any DIRECTV base programming package (\$29.99/mo. or above) or qualifying international services bundle. DVR Service \$7/mo. required for DVR and HD DVR lease. HD Access fee \$10/mo. required for HD Receiver and HD DVR. Lease for first two receivers \$5/mo.; additional receiver leases \$5/mo. each. **FAILURE TO ACTIVATE IN ACCORDANCE WITH THE EQUIPMENT LEASE ADDENDUM MAY RESULT IN A CHARGE OF \$150 PER RECEIVER. IF SERVICE IS TERMINATED EARLY, 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. RECEIVER UPGRADES:** 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.). Advanced receiver instant rebate requires activation of the CHOICE XTRA Package or above; MAS ULTRA or above (for DVR Receiver, OPTIMO MAS Package or above); JadeWorld; or any qualifying international service bundle, which shall include the PREFERRED CHOICE programming package (valued at \$38.99/mo.). Additional advanced receiver upgrades available for a charge. **INSTALLATION:** Standard professional installation only. Custom installation extra.

Access to DIRECTV CINEMA plus programming available at no additional charge based on package selection. Actual number of TV shows and movies will vary. DIRECTV CINEMA plus requires a HD DVR (HR20 or later) or DVR (R22 or later), a DIRECTV CINEMA Connection Kit and broadband Internet service with speeds of 750 kbps or higher and a network router with an available Ethernet port. DVR Service required for DVR and HD DVR Receivers. HD Access required for HD DVR. Customer satisfaction based on 2010 American Customer Satisfaction Index. Local channels eligibility based on service address. 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, DIRECTV CINEMA, DIRECTV CINEMA plus, CHOICE, CHOICE XTRA and CHOICE ULTIMATE are trademarks of DIRECTV, Inc. All other trademarks and service marks are the property of their respective owners.