



2008 DIRECTV® Programming Packages Overview

GENERAL MARKET PACKAGES

CHOICE™ **\$52⁹⁹** per month

- ▶ Over 150 channels (incl. locals*)
- ▶ Over 25 channels available in HD (w/ HD Access, MPEG-4 equipment and HD television)

CHOICE XTRA™ **\$57⁹⁹** per month

- ▶ Over 200 channels (incl. locals*)
- ▶ Over 35 channels available in HD (w/ HD Access, MPEG-4 equipment and HD television)

PLUS DVR™ **\$62⁹⁹** per month

- ▶ Over 200 channels (incl. locals*)
- ▶ Includes DVR service

PLUS HD DVR™ **\$72⁹⁹** per month

- ▶ Over 200 channels (incl. locals*)
- ▶ Over 35 channels available in HD (w/ HD Access, MPEG-4 equipment and HD television)
- ▶ Includes HD Access & DVR service

PREMIER™ **\$104⁹⁹** per month

- ▶ Over 265 channels (incl. locals*)
- ▶ Over 60 channels available in HD (w/ HD Access, MPEG-4 equipment and HD television)
- ▶ Includes all Premium packages

DIRECTV MÁS™ PROGRAMMING PACKAGES

FAMILIAR™ **\$45⁹⁹** per month

- ▶ Over 150 channels, over 45 are in Spanish*
- ▶ Over 15 channels available in HD (w/ HD Access, MPEG-4 equipment and HD television)

FAMILIAR ULTRA™ **\$54⁹⁹** per month

- ▶ Over 210 channels, over 45 are in Spanish*
- ▶ Over 30 channels available in HD (w/ HD Access, MPEG-4 equipment and HD television)

LO MÁXIMO™ **\$104⁹⁹** per month

- ▶ Over 275 channels, over 45 are in Spanish*
- ▶ Over 55 channels available in HD (w/ HD Access, MPEG-4 equipment and HD television)

WorldDirect®

PREFERRED CHOICE™ **\$32⁹⁹** per month

- ▶ Over 120 channels
- ▶ Over 20 channels available in HD (w/ HD Access, MPEG-4 equipment and HD television)

DIRECTV HD PROGRAMMING

HD ACCESS **\$9⁹⁹** per month

- ▶ Access DIRECTV's superior HD technology, enabling customers to see a wide range of HD programming
- ▶ Customers will be able to watch all available HD channels associated with their base package

DIRECTV® HD EXTRA PACK **\$4⁹⁹** per month

- ▶ Includes 5 HD-only channels: MHD, MGM HD, Smithsonian Channel HD, HDNet Movies and Universal HD
- ▶ HD Access, MPEG-4 equipment and HD television equipment required

ADD UP TO 5 PREMIUM PACKAGES

Effective February 27, 2008: HBO® monthly subscription will increase by \$1.00. Other Premium monthly prices will remain unchanged.

Without HBO® With HBO®

	Total	Total
PICK 1	\$12/mo.	\$14/mo.
PICK 2	\$23/mo.	\$25/mo.
PICK 3	\$33/mo.	\$35/mo.
PICK 4	\$41/mo.	\$43/mo.
PICK 5	Price varies by programming package	



- ▶ America's #1 premium network
- ▶ 7 channels
- ▶ 2 available in HD



- ▶ A new movie every Saturday night
- ▶ 12 channels
- ▶ 5 channels available in HD; 2 of which are HD-only



- ▶ Hollywood hits & groundbreaking original series
- ▶ 9 channels
- ▶ 4 channels available in HD



- ▶ First-run Hollywood hit premieres
- ▶ 3 channels
- ▶ 2 channels available in HD



- ▶ Over 35 specialty and regional sports channels - with 13 and counting in dazzling HD
- ▶ Local coverage of your favorite teams, no matter where you live
- ▶ Sports news and select games from around the country and world

Note: Customers with PLUS package or FAMILIAR ULTRA adding a 5th premium will be moved to the PREMIER or LO MÁXIMO level. Customers with CHOICE XTRA adding DVR service will automatically be moved to the PLUS DVR package.

*In areas where local channels are not available, package prices are \$3 less than the regular price.
*Includes English-language broadcast channels with alternate Spanish audio.

2008 DIRECTV® Sports Packages Overview

NFL SUNDAY TICKET™



Early Renewal	
June 15 - July 31	\$259.00
Easy Pay	
January 1 - February 29	\$259.00
Early Bird	
March 1 - July 31	\$269.00
Regular Season	
August 1 - October 25	\$289.00
Q3 New Customer Offer	
June 25 - November 30	\$299.96
Remaining Weeks	
October 26 - December 7	\$189.00
2008-09 Combo	
December 8 - December 28	\$289.00
Pay Per Day	
September 7 - December 28	\$44.99

NFL SUNDAY TICKET™ SUPERFAN®



Regular Season	
June 1 - October 25	\$99.00
Remaining Weeks	
October 26 - December 28	\$69.00

MLB EXTRA INNINGS®



Early Renewal	
February 1 - April 6	\$169.00
Early Bird	
February 1 - April 6	\$179.00
Regular Season	
April 7 - July 13	\$199.00
Half Season	
July 14 - August 31	\$129.00
Race to the Pennant	
September 1 - September 28	\$59.00

MLB EXTRA INNINGS® SUPERFAN®



Regular Season	
February 1 - September 28	\$50.00

NCAA® MEGA MARCH MADNESS®



Regular Season	
February 1 - March 28	\$69.00

NASCAR HOTPASS™



CURRENT CUSTOMER

Early Renewal	
December 12, 2007 - February 10, 2008	\$84.00
Early Bird	
December 12, 2007 - February 10, 2008	\$89.00
Full Season	
February 11 - April 16	\$109.00
3/4 Season	
April 17 - June 29	\$89.00
Half Season	
June 30 - August 24	\$69.00
Chase for the Cup	
August 25 - November 16	\$30.00
Pay Per Race	
February 16 - November 16	\$19.99

NEW CUSTOMER

Q4 '07 Overlay Kicker	
December 14, 2007 - April 16, 2008	\$40.00
3/4 Season	
April 17 - June 29	\$89.00
Q3 '08 National Offer Overlay	
June 26 - November 10	\$0.00

NBA LEAGUE PASS



2007-2008 SEASON (Remaining Offers)

Half Season	
January 21 - March 18	\$99.00
Race to the Playoffs	
March 19 - April 16	\$49.00

2008-09 SEASON

Early Renewal	
Early September - Early November	\$TBD
Early Bird	
Mid-September - Early November	\$TBD
Regular Season	
Early November, 2008 - Late January, 2009	\$TBD
Half Season	
Late January - Mid-March, 2009	\$TBD
Race to the Playoffs	
Mid-March - Mid-April, 2009	\$TBD

SETANTA SPORTS



A La Carte	
Per Month	\$14.99

ESPN FULL COURT



Early Bird	
October 1 - Mid-November	\$99.00
Regular Season	
Mid-November, 2008 - Early January, 2009	\$109.00
Half Season	
Early January, 2009 - Mid-March, 2009	\$75.00
Pay Per Day	
March, 2009	\$14.95

NHL® CENTER ICE®



2007-08 SEASON (Remaining Offers)

Half Season	
January 25 - March 7	\$119.00
Race to the Cup	
March 8 - May 17	\$59.00

2008-09 SEASON

Early Renewal	
Early August - Early October	\$TBD
Early Bird	
August 1 - Early October	\$TBD
Regular Season	
Early October, 2008 - Late January, 2009	\$TBD
Half Season	
Late January - Early March, 2009	\$TBD
Race to the Cup	
Early March - May, 2009	\$TBD

MLS DIRECT KICK™



Pricing and dates subject to change

Regular Season	
March 1 - Late July	\$79.00
Half Season	
Late July - Mid-November	\$49.00

ESPN GAMEPLAN



Pricing and dates subject to change

Early Bird	
July 1 - Late August	\$129.00
Regular Season	
Late August - Mid-October	\$109.00
Half Season	
Mid-October - Early December	\$79.95
Pay Per Day	
Late August - Early December	\$21.95