



NOW GET OVER 150 CHANNELS

LIMITED TIME ONLY
\$29⁹⁹ mo.
for 12 months
The CHOICE™ package
Save \$26 every month!

local channels included*
And many more of your favorite independent channels in select markets.

And many more!

Price includes \$21 bill credit for 12 mos. after rebate, plus an add'l \$5 when you submit rebate online, register acct. on directv.com with valid email & consent to email alerts.*



LOCK IN YOUR PRICE UNTIL 2011!

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.

FREE DIRECTV® HD DVR UPGRADE

\$199 Value

Models may vary.

Set your home DVR with any cell phone or computer.°

With CHOICE XTRA™ package or higher.**

FREE PRO INSTALL IN UP TO 4 ROOMS

Custom installation extra. 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!™

\$29⁹⁹ for 12 months
mo. The ÓPTIMO MÁS™ package

Price includes \$10 bill credit for 12 mos. after rebate, plus an add'l \$5 when you submit rebate online, register acct. on directv.com with valid email & consent to email alerts.*

Offers end 2/08/10 & are based on approved credit. Credit card req'd. New customers only. (Lease req'd. Must maintain programming, DVR service and/or HD Access.) Hardware available separately.

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

MADISON RADIOSHACK

605-427-3000

Authorized DIRECTV Dealer

NO EQUIPMENT TO BUY!

NO START-UP COSTS!

Credit card not required in MA and PA. *Eligibility for local channels based on service address. °DVR Scheduler requires Internet access via computer or mobile phone and directv.com login. Remote connections may vary. In rare instances, scheduled recording(s) may not be recognized. Only available on certain receivers. Visit directv.com/dvrscheduler for details. °°Includes English-language broadcast channels with alternate Spanish audio. ***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 \$55.99/mo.; CHOICE XTRA \$60.99/mo. In order to receive full \$26 credit, customer must submit rebate form online and register account on directv.com prior to rebate redemption. Requires valid email address and must agree to receive emails. **UPON DIRECTV SYSTEM ACTIVATION, CUSTOMER WILL RECEIVE REBATE 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 ON THE INSTRUCTIONS. Rebate begins 6-8 weeks after receipt of online redemption, or 8-12 weeks for mail-in redemption.** Account must be in "good standing," as determined by DIRECTV in its sole discretion, to remain eligible. DIRECTV not responsible for late, lost, illegible, mutilated, incomplete, misdirected or postage-due mail. **IF BY THE END OF THE PROMOTIONAL PRICE PERIOD(S) CUSTOMER DOES NOT CONTACT DIRECTV TO CHANGE SERVICE THEN ALL SERVICES WILL AUTOMATICALLY CONTINUE AT THE THEN-PREVAILING RATES, INCLUDING THE \$5/MO. LEASE FEE FOR THE 2ND AND EACH ADDITIONAL RECEIVER.** In certain markets, programming/pricing may vary. Package pricing at directv.com/packages. DIRECTV System has a feature that restricts access to channels. **LIMIT ONE BILL CREDIT PER DIRECTV ACCOUNT. **HD DVR INSTANT REBATE:** Advanced equipment instant rebate requires activation of the CHOICE XTRA (\$60.99/mo.) package or above; MAS ULTRA or above; JadeWorld; or any qualifying international service bundle, which shall include the PREFERRED CHOICE programming package. DVR service (\$6/mo.) and HD Access fee (\$10/mo.) required for HD DVR lease. **LIMIT ONE ADVANCED EQUIPMENT REBATE PER DIRECTV ACCOUNT. INSTALLATION:** Standard professional installation only. Custom installation extra. **SYSTEM LEASE:** Purchase 24 months for advanced receivers of any DIRECTV base programming package (\$29.99/mo. or above) or qualifying international services bundle required. **FAILURE TO ACTIVATE ALL OF THE DIRECTV SYSTEM EQUIPMENT IN ACCORDANCE WITH THE EQUIPMENT LEASE ADDENDUM MAY RESULT IN A CHARGE OF \$150 PER RECEIVER NOT ACTIVATED. IF YOU FAIL TO MAINTAIN YOUR PROGRAMMING, DIRECTV MAY CHARGE A PRORATED FEE OF \$480. RECEIVERS ARE AT ALL TIMES PROPERTY OF DIRECTV AND MUST BE RETURNED UPON CANCELLATION OF SERVICE, OR ADDITIONAL FEES APPLY. VISIT directv.com OR CALL 1-800-DIRECTV FOR DETAILS.** Programming, pricing, terms and conditions subject to change at any time. Pricing residential. Taxes not included. Receipt of DIRECTV programming is subject to the DIRECTV Customer Agreement; copy provided at directv.com/legal and in your first bill. Starz and related channels and service marks are the property of Starz Entertainment Group LLC. Showtime and related marks are registered trademarks of Showtime Networks Inc., a CBS Company. ©2009 DIRECTV, Inc. DIRECTV and the Cyclone Design Logo, CHOICE XTRA, FAMILY, CHOICE, ÓPTIMO MÁS and DIRECTV Más are trademarks of DIRECTV, Inc. All other trademarks and service marks are the property of their respective owners.