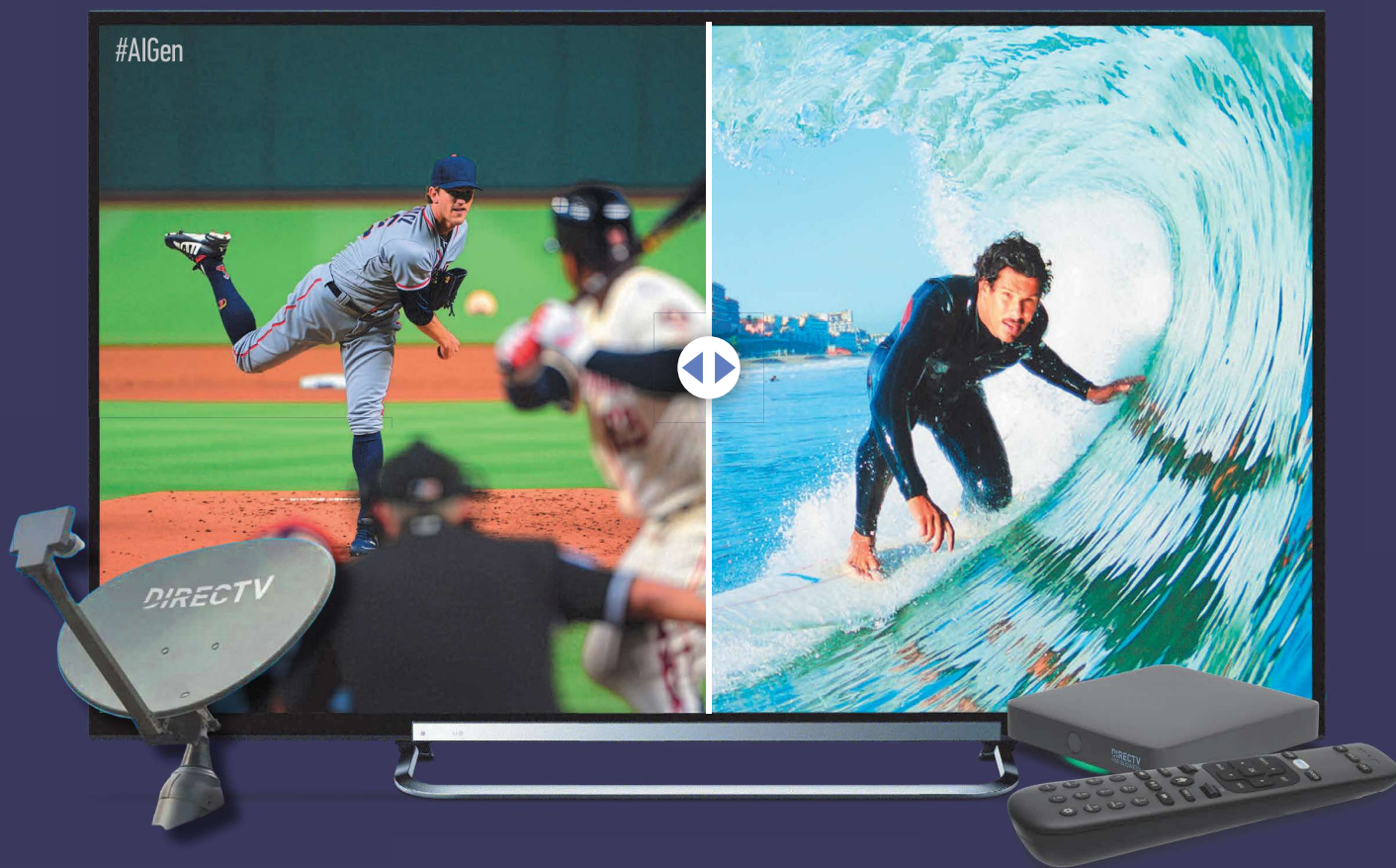


MORE WAYS TO CONNECT

Choose the ultimate in entertainment with satellite or streaming.

SATELLITE

STREAMING



DIRECTV
FOR BUSINESS

NATIONAL OFFER
SALES GUIDE
Effective 6/25/26



STAY
CONNECTED!
FOLLOW US
ON SOCIAL MEDIA

PRODUCED BY DIRECTV MARKETING DEPARTMENT. NOT FOR PUBLICATION OR CUSTOMER DISTRIBUTION.

Programming, pricing, terms and conditions subject to change at any time. For assistance with understanding packages, offers or benefits of DIRECTV, contact Retail Services at 1.800.323.1994.

BUSINESS TYPES AND ELIGIBILITY



PUBLIC VIEWING: bars, lounges, restaurants, casinos, coffee shops

Turn customers into regulars

DIRECTV encourages customers to come for the best in sports and stay for the food and dynamic environment.

QUALIFICATIONS FOR ELIGIBILITY

- Television viewing accessible to the general public
- Main source of revenue from the sale of food and beverages for immediate consumption
- No admission fee



BUSINESS VIEWING: auto shops, health clubs, banks, salons, waiting areas

Help reduce perceived wait times

DIRECTV helps keep current customers entertained and attracts new customers.

QUALIFICATIONS FOR ELIGIBILITY

- Television viewing accessible to the general public
- Main source of revenue from the sale of goods, services and experiences



PRIVATE VIEWING: private offices, conference rooms, employee break rooms

Keep employees connected

DIRECTV offers a level of comfort while working and a way to relax during breaks, improving customer and employee satisfaction.

QUALIFICATIONS FOR ELIGIBILITY

- Television viewing accessible only to employees

CHOOSE YOUR CONNECTION

STREAMING OR SATELLITE: WHICH ONE IS RIGHT FOR YOU?

Whether you get DIRECTV via satellite dish or streaming over your high-speed internet, you get:

Smart programming options

Choose packages tailored to your business needs with the channels your customers and employees want.

Live sports and events

Regional and national sports networks, college games and more.



STREAMING BENEFITS INCLUDE:

- No satellite dish required
 - Ideal for businesses in high-rise buildings, dense urban areas or locations when satellite dish installation isn't feasible.
- Streaming over internet
 - Using customers existing high-speed internet connection.
- Quick & easy setup
 - A plug-and-play experience for easy self-installation with no landlord permission required.



SATELLITE BENEFITS INCLUDE:

- Free professional installation
 - Standard professional installation at no cost.
- 99% signal reliability (Based on a representative study of national cities.)
 - Get nationwide coverage with a dependable signal.
- Premium sports content
 - Plus, the ability to simultaneously broadcast the same content for large properties with multiple TVs.

PUBLIC VIEWING PACKAGES For small bars & restaurants

COMMERCIAL BASIC PLUS Over 45 Channels	BUSINESS SELECT™ PACK Over 95 Channels	COMMERCIAL ENTERTAINMENT PACK Over 105 Channels, including ESPN & ESPN2	— BEST VALUE — COMMERCIAL XTRA™ PACK Over 185 Channels PLUS Regional Sports Networks		COMERCIAL ÓPTIMO MÁS PACK Over 125 Channels
\$44.99/mo.: Regular Price \$44.99 /mo. + TAX & FEES W/ 24-mo. agmt. (subj. to change)*	\$74.99/mo.: Regular Price \$74.99 /mo. + TAX & FEES W/ 24-mo. agmt. (subj. to change)*	\$114.99/mo.: Regular Price -\$10/mo.: For 12 mos. \$104.99 /mo. + TAX & FEES For 12 mos. w/ 24-mo. agmt. \$114.99 + taxes after 12-mo. discount (subj. to change)*	12-Mo. Offer \$189.99/mo.: Regular Price -\$60/mo.: For 12 mos. \$129.99 /mo. + TAX & FEES For 12 mos. w/ 24-mo. agmt. \$189.99 + taxes after 12-mo. discount (subj. to change)*	24-Mo. Offer \$189.99/mo.: Regular Price -\$30/mo.: For 24 mos. \$159.99 /mo. + TAX & FEES W/ 24-mo. agmt. (subj. to change)*	\$109.99/mo.: Regular Price \$109.99 /mo. + TAX & FEES W/ 24-mo. agmt. (subj. to change)*
CBP—NO LOCALS \$29.99/mo. + tax & fees W/ 24-mo. agmt. (subj. to change)*					

FIRST TV ACCESS FEE INCLUDED FOR 24 MONTHS

\$15/mo. for each device OR \$300/mo. flat TV Access Fee for 20+ devices

UP TO 2 DEVICES INCLUDED | Cost for each additional device: \$99

SELF-INSTALLATION WITH EASY SETUP AND INTUITIVE NAVIGATION

White Glove Installation available for \$199



ALL PRICES INCLUDE LOCAL CHANNELS, WHERE AVAILABLE

COMMERCIAL ENTERTAINMENT PACK SMALL BAR OFFER

Up to 2 devices INCLUDED, plus the TV Access Fee for 12 months
(Eligible accounts may have up to four devices.)

\$114.99/mo.: Regular Price (-\$20/mo. for 12 mos.)

\$94.99/mo.
+ TAX & FEES

For 12 mos. w/ 24-mo. agmt. \$114.99 + taxes
after 12-mo. discount (subj. to change)*

BUSINESS & PRIVATE VIEWING PACKAGES For shops & services

COMMERCIAL BASIC PLUS Over 45 Channels	BUSINESS SELECT™ PACK Over 95 Channels	BUSINESS ENTERTAINMENT PACK Over 105 Channels, including ESPN & ESPN2	— BEST VALUE — BUSINESS XTRA™ PACK Over 185 Channels PLUS Regional Sports Networks	COMERCIAL ÓPTIMO MÁS PACK Over 125 Channels
\$44.99/mo.: Regular Price \$44.99 /mo. + TAX & FEES W/ 24-mo. agmt. (subj. to change)*	\$74.99/mo.: Regular Price \$74.99 /mo. + TAX & FEES W/ 24-mo. agmt. (subj. to change)*	\$94.99/mo.: Regular Price \$94.99 /mo. + TAX & FEES W/ 24-mo. agmt. (subj. to change)*	\$139.99/mo.: Regular Price -\$10/mo.: For 12 mos. \$129.99 /mo. + TAX & FEES For 12 mos. w/ 24-mo. agmt. \$139.99 + taxes after 12-mo. discount (subj. to change)*	\$89.99/mo.: Regular Price \$89.99 /mo. + TAX & FEES W/ 24-mo. agmt. (subj. to change)*
CBP—NO LOCALS \$29.99/mo. + tax & fees w/ 24-mo. agmt. (subj. to change)*				

FIRST TV ACCESS FEE INCLUDED FOR 24 MONTHS

\$10/mo. for each device OR \$120/mo. flat TV Access Fee for 12+ devices

UP TO 2 DEVICES INCLUDED | Cost for each additional device: \$99

SELF-INSTALLATION WITH EASY SETUP AND INTUITIVE NAVIGATION

White Glove Installation available for \$199



ALL PRICES INCLUDE LOCAL CHANNELS, WHERE AVAILABLE

CHOOSE A BONUS OFFER:

Pick one to be included for 24 months
(For ENTERTAINMENT or XTRA packages only)



ACC NETWORK

Must select. After 24 mos., service automatically continues at the then-prevailing rate (currently \$9.99/mo.) unless changed/canceled.



SEC NETWORK

Must select. After 24 mos., service automatically continues at the then-prevailing rate (currently \$9.99/mo.) unless changed/canceled.

*ALL DIRECTV FOR BUSINESS STREAM OFFERS REQUIRE 24-MO. COMMERCIAL CUSTOMER AGMT. (STREAMING DELIVERY). ADD'L FEES APPLY. EARLY CANCELLATION FEE OF UP TO \$30/MO. FOR EACH MO. REMAINING ON AGMT. MAY APPLY. New approved commercial customers only. High Speed Internet, auto bill pay & credit card or Electronic Funds Transfer (EFT) required. Promotional price lasts for 12 mos. and appears as a credit on the bill. Credit may take one to two billing cycles to begin. After 12 mos., service continues at the then-prevailing rate for remainder of term unless canceled. After 24 mos., service continues on a mo.-to-mo. basis at the then-prevailing rate unless canceled. To cancel, call 1.866.347.1279. **TV ACCESS FEES:** Public Viewing TV Access Fees of \$15/mo. apply for each device, capped at \$300/mo. for 20 or more devices. Business/Private Viewing TV Access Fees of \$10/mo. apply for each device, capped at \$120/mo. for 12 or more devices. **CEP SMALL BAR OFFER PACK:** Eligible accounts may have up to four devices.

SEE PAGE 6 FOR ADDITIONAL OFFER DETAILS.

PUBLIC VIEWING PACKAGES For bars & restaurants

COMMERCIAL BASIC PLUS Over 45 Channels	BUSINESS SELECT™ PACK Over 95 Channels	COMMERCIAL ENTERTAINMENT PACK Over 105 Channels, including ESPN & ESPN2	— BEST VALUE — COMMERCIAL XTRA™ PACK Over 185 Channels PLUS Regional Sports Networks	
\$44.99/mo. : Regular Price \$44.99/mo. + TAX & FEES W/ 24-mo. agmt.* Price subject to change.	\$94.99/mo. : Regular Price -\$20/mo.: For 12 mos. with Auto Bill Pay \$74.99/mo. + TAX & FEES W/ 24-mo. agmt. after Auto Bill Pay discount* Price subject to change.	\$134.99/mo. : Regular Price -\$10/mo.: For 12 mos. -\$20/mo.: For 24 mos. with Auto Bill Pay \$104.99/mo. + TAX & FEES For 12 mos. w/ 24-mo. agmt. after Auto Bill Pay discount* \$114.99/mo. after 12-mo. discount (subject to change).	12-Mo. Offer \$209.99/mo. : Regular Price -\$60/mo.: For 12 mos. -\$20/mo.: For 24 mos. with Auto Bill Pay \$129.99/mo. + TAX & FEES For 12 mos. w/ 24-mo. agmt. after Auto Bill Pay discount* \$189.99/mo. after 12-mo. discount (subject to change).	24-Mo. Offer \$209.99/mo. : Regular Price -\$30/mo.: For 24 mos. -\$20/mo.: For 24 mos. with Auto Bill Pay \$159.99/mo. + TAX & FEES For 24 mos. w/ 24-mo. agmt. after Auto Bill Pay discount*
CBP—NO LOCALS \$29.99/mo. + tax & fees				

FIRST TV ACCESS FEE INCLUDED FOR 24 MONTHS

\$15/mo. for each receiver OR \$300/mo. flat TV Access Fee for 20+ receivers

UP TO 4 HD RECEIVERS INCLUDED | Cost for each additional receiver: HD \$99

STANDARD PROFESSIONAL INSTALLATION INCLUDED

Applicable use tax adjustment may apply on retail value of installation.

CHOOSE A BONUS OFFER:

Pick one to be included for 24 months

(For COMMERCIAL ENTERTAINMENT PACK &
COMMERCIAL XTRA™ PACK only)



MUSIC CHOICE® PREMIUM

Must select. After 24 mos., service
automatically continues at the
then-prevailing rate (currently \$51.99/
mo.) unless changed/canceled.



ACC NETWORK

Must select. After 24 mos., service
automatically continues at the
then-prevailing rate (currently
\$9.99/mo.) unless changed/canceled.



SEC NETWORK

Must select. After 24 mos., service
automatically continues at the
then-prevailing rate (currently
\$9.99/mo.) unless changed/canceled.

ALL PRICES INCLUDE LOCAL CHANNELS, WHERE AVAILABLE

COMMERCIAL ENTERTAINMENT PACK SMALL BAR OFFER

Up to 4 HD Receivers INCLUDED, plus the TV Access Fee for 12 months

(Eligible accounts may have up to four receivers, counting Music Choice® Premium subscription's included receiver.)

\$134.99/mo.: Regular Price
-\$40/mo. for 12 mos.

\$94.99/mo. + TAX & FEES

For 12 mos. w/ 24-mo. agmt. Auto Bill Pay required.
\$134.99/mo. after 12-mo. discount
(price subject to change).

MUSIC CHOICE® a la carte packages



More music channels, PLUS enhanced
Music Choice® feature that now allows
you to control music genres throughout
the day, as well as audio recordings to
promote your business.

MUSIC CHOICE® BASIC for \$21.99/mo.

Including 5 music channels: Easy Listening, Pop & Country,
Pop Latino, Rock Hits and Throwback Jamz.

MUSIC CHOICE® PREMIUM for \$51.99/mo.

Features include:



84 commercial-free channels
delivered via satellite



Over 150 app-based channels
available at your fingertips



Advanced messaging
and customization



TV Access Fee
included

*ALL DIRECTV OFFERS REQUIRE 24-MO. TV AGMT. EARLY CANCELLATION FEE OF UP TO \$30/MO. FOR EACH MO. REMAINING ON AGMT. ADD'L FEES APPLY. Price is after a \$20/mo. Auto Bill Pay discount for 24 mos. New approved commercial customers only. Credit card or Electronic Funds Transfer (EFT) required. After 24 mos., service continues on a mo.-to-mo. basis at the then-prevailing rate unless canceled. To cancel, call 1.888.388.4249.

SEE PAGE 20 FOR ADDITIONAL OFFER DETAILS.

SATELLITE

SATELLITE
VIEWING PACKAGES