



2011 COMMERCIAL LODGINGS & INSTITUTIONS NEW CUSTOMER OFFER

Sign up between January 1, 2011 and February 9, 2011, commit to 18 months of minimum programming, and get either:

- 12 months of IN-ROOM CHOICE™ for \$2.40 per room, per month
- OR
- 12 months of IN-ROOM CHOICE™ and HD Access for \$2.50 per room, per month

Offers available until 2/09/11:

Package	Regular Rate (per room, per month)	Credit (per room, per month)	Promotional Rate* (per room, per month)
IN-ROOM CHOICE™	\$2.95	\$.55 for 12 months	\$2.40 w/ \$4.00 minimum programming
IN-ROOM CHOICE™ + HD Access**	\$3.20	\$.70 for 12 months	\$2.50 w/ \$6.00/ minimum programming

*Promotional rate for is based on bill credits applied in months 2 through 13 of your monthly subscription. Final price does not include applicable state sales tax. Applicable taxes will be added monthly to your account. **To access DIRECTV HD programming, an HD Access fee of \$0.25 per month, per room and HD equipment are required.

Addendum to the Lodging and Institutions SMATV Viewing Agreement

This Addendum is attached to and made as part of the Commercial Lodging and Institutions SMATV Viewing Agreement (the "Agreement"). Customer hereby agrees that, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, paragraph 9 (Service Term/Renewal) of the Commercial **Lodging and Institutions SMATV Service Viewing Agreement** is deleted in its entirety and replaced with the following:

Your subscription for DIRECTV programming services shall commence upon DIRECTV's receipt and approval of this Agreement and related documentation (which approval may be given or withheld by DIRECTV in its sole discretion) and service activation of your DIRECTV equipment. The DIRECTV programming services shall continue for **18 consecutive months** from the start date of your subscription (the "Term") and shall be renewed automatically for successive eighteenth-month terms unless you contact DIRECTV Customer Service to cancel the services. Throughout the initial 18-month term, Customer shall be required to maintain the following minimum services: A minimum purchase of \$4.00 per room/drop per month prior to any offer discounts and must include the IN-ROOM CHOICE™ package in order to be eligible to receive the IN-ROOM CHOICE™ package at the discounted rate of \$2.40 per room, per month for 12 months. A minimum purchase of \$6.00 per room/drop per month prior to any offer discounts and must include the IN-ROOM CHOICE™ package and HD Access in order to be eligible to receive the IN ROOM CHOICE™ package at the discounted rate of \$2.50 per room, per month for 12 months. Offers cannot be combined. To further clarify, the minimum programming can include any combination of any programming packages or services but must include the IN-ROOM CHOICE™ (excluding locals, distant locals or JadeWorld). If, prior to the end of the initial 18-month term commitment, Customer elects to terminate its DIRECTV programming services in its entirety, or billable services are less than programming minimums, or IN-ROOM CHOICE™ is disconnected, Customer will be charged an early termination fee equal to \$450.00. Cancellation fees may be proratable.

Except as expressly provided in this Addendum, the Terms and Conditions of the Agreement shall remain in full force of effect.

AGREED TO AND ACCEPTED:

AUTHORIZED CUSTOMER SIGNATURE

NAME OF AUTHORIZED OFFICER/AGENT & TITLE

NAME OF COMMERCIAL ESTABLISHMENT

DIRECTV AFFILIATE NAME/NUMBER

PHYSICAL ADDRESS, CITY, ST, ZIP

DATE

SUBSCRIBER UNIT COUNT

Offers end 2/09/11. New Commercial customers only. Programming agreement required. Availability of DIRECTV service may vary by location. **19% OFF IN-ROOM CHOICE PROGRAMMING/BILL CREDIT OFFER:** Purchase of 18 consecutive months of the IN-ROOM CHOICE package, plus additional programming services noted on the Commercial SMATV rate card, which will total \$4.00 per month, per room or more. Local Channels, Distant Network Services and Jadeworld not eligible. IN THE EVENT YOU FAIL TO MAINTAIN YOUR PROGRAMMING AGREEMENT, YOU AGREE THAT DIRECTV MAY CHARGE YOU AN EARLY CANCELLATION FEE OF \$450. Cancellation fees may be proratable. In certain markets, programming/pricing may vary. Upon DIRECTV System activation, beginning in the second month, DIRECTV will begin to credit the new customer's account for twelve consecutive months in the amount of \$.55 per month, per room for the IN-ROOM CHOICE package, provided account is in "good standing", as determined by DIRECTV in its sole discretion, to remain eligible. **22% OFF IN-ROOM CHOICE + HD ACCESS PROGRAMMING/BILL CREDIT OFFER:** Purchase of 18 consecutive months of the IN-ROOM CHOICE package and HD Access, plus additional programming services noted on the Commercial SMATV rate card, which will total \$6.00 per month, per room or more. Local Channels, Distant Network Services and Jadeworld not eligible. IN THE EVENT YOU FAIL TO MAINTAIN YOUR PROGRAMMING AGREEMENT, YOU AGREE THAT DIRECTV MAY CHARGE YOU AN EARLY CANCELLATION FEE OF \$450. Cancellation fees may be proratable. In certain markets, programming/pricing may vary. Upon DIRECTV System activation, beginning in the second month, DIRECTV will begin to credit the new customer's account for twelve consecutive months in the amount of \$.70 per month, per room for the IN-ROOM CHOICE package and HD Access, provided account is in "good standing", as determined by DIRECTV in its sole discretion, to remain eligible. **INSTALLATION:** Custom installation charges will apply. **HD ACCESS:** To access DIRECTV HD programming, an HD Access fee of \$0.25 per month, per room and HD equipment are required. DIRECTV programming, pricing, terms and conditions subject to change at any time. Taxes not included. Receipt of DIRECTV programming subject to terms of the DIRECTV Commercial Lodging and Institutions SMATV Viewing Agreement; copy provided with new customer information packet. ©2011 DIRECTV, Inc. DIRECTV and the DIRECTV for Business logo and IN-ROOM CHOICE are trademarks of DIRECTV, Inc. All other trademarks and service marks are the property of their respective owners.