



AUTHORIZED DEALER

Upgrade to DIRECTV and lock in your low price for a year!



All programming and pricing subject to change at any time. Eligibility for local channels based on service address.

OVER 200 CHANNELS ^{\$57.99}

\$34⁹⁹ /mo.

for 12 months
the CHOICE XTRA™
package

Price reflected includes an \$18 bill credit for 12 months after rebate, plus an additional \$5 bill credit for 12 months when you enroll in Auto Bill Pay program. Valid e-mail address required.*



Local channels
included in
every package[†]

#1
Ranking in
Customer Satisfaction[‡]

100% digital
picture and sound
on every channel

Over 130 channels
in High-Def
Ask how.[‡]

[†]Number of HD channels varies based on programming package selection. [‡]Among the largest national cable and satellite providers. 2008 American Customer Satisfaction Index, University of Michigan Business School.

Act now and take advantage of these other great offers!

FREE PROFESSIONAL
INSTALLATION
IN UP TO 4 ROOMS



Complex/Custom installation extra.

FREE DIRECTV® HD DVR
UPGRADE



Models may vary.

\$199
Value

Skip commercials with a single click![§]

Qualifying programming, DVR service and/or HD Access fee required.*

FREE FOR 3
MONTHS[¶]



7 Channels 12 Channels 9 Channels

28 premium movie channels!

With CHOICE XTRA™ or above.

Offers end 3/3/09 and are based on approved credit. Credit card required. New customers only. Lease required. Lease fee of \$4.99/mo. for second and each additional receiver.

No Equipment to Buy! No Start-up Costs!

**BRYSON CITY ELECTRONICS
INC**
800 EAST MAIN STREET
Next to Smoky Mountain Tire

Your Local Authorized DIRECTV Dealer

828-488-1100



Also available!
DIRECTV Más™ Service
Over 45 channels En Español!^{**}

\$14⁹⁹ /mo. for 12 months
the BÁSICO™ package

Price reflected includes a \$15 bill credit per month for 12 consecutive months after online or call-in rebate.*

Credit card not required in MA and PA. [†]Eligibility for local channels based on service address. [‡]Only available for recorded programs. [§]To access DIRECTV HD programming, an HD Access fee (\$9.99/mo.), a DIRECTV HD Receiver, a DIRECTV Slimline Dish and HD television equipment are required. ^{**}Includes English-language broadcast channels with alternate Spanish audio. [¶]**BILL CREDIT/PROGRAMMING OFFERS:** LIMIT ONE PROGRAMMING OFFER PER ACCOUNT. Featured package names and pricing are as follows: CHOICE XTRA \$57.99/mo. and BÁSICO \$29.99/mo. Visit directv.com to enroll in the DIRECTV Auto Bill Pay program. Requires valid email address. 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 rebate form online or by telephone. Timing of promotional price depends on rebate date. 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, AFTER 12 CONSECUTIVE MONTHS (3 MONTHS FOR HBO/STARZ/SHOWTIME), CUSTOMER DOES NOT CONTACT DIRECTV TO CHANGE SERVICE, THEN ALL SERVICES TO WHICH CUSTOMER IS SUBSCRIBING WILL AUTOMATICALLY CONTINUE ON THE 13TH MONTH (4TH MONTH FOR HBO/STARZ/SHOWTIME) AT THE THEN-PREVAILING RATES, INCLUDING THE \$4.99/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. ^{††}**INSTANT REBATE:** Advanced equipment instant rebate requires activation of CHOICE XTRA (\$57.99/mo.) package or above, FAMILIAR ULTRA or above, JadeWorld or any qualifying international service bundle, which shall include PREFERRED CHOICE programming package, DVR service (\$5.99/mo.) required for DVR and HD DVR lease, HD Access fee (\$9.99/mo.) required for HD and HD DVR lease. LIMIT ONE ADVANCED EQUIPMENT REBATE PER DIRECTV ACCOUNT. **INSTALLATION:** Standard professional installation only. Custom installation extra. **SYSTEM LEASE:** Purchase of 18 consecutive months (24 consecutive 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 UP TO \$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. HBO and Cinemax are registered service marks of Home Box Office, Inc. Starz and related channels and service marks are the property of Starz Entertainment Group LLC. Showtime and related marks are trademarks of Showtime Networks Inc., a CBS Company. ©2008 DIRECTV, Inc. DIRECTV and the Cyclone Design logo and BASIC, CHOICE XTRA, and DIRECTV Más are trademarks of DIRECTV, Inc. All other trademarks and service marks are the property of their respective owners.