

Subject: DIRECTV Update Information
From: Paula Adderton <paula@pcctv.com>
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NEW!

DON'T MISS YOUR TEAM

IN THE WORLD CUP!

We have exciting news for our World Cup fans.

DIRECTV has launched a dedicated World Cup channel (ch 400). Games will be in SD only and will feature replays of the Spanish language World Cup games from Univision. The games will be scheduled in 3 hour blocks and will also include the pregame.



The channel will be open to all subscribers with the correct DIRECTV equipment, which includes all MÁS customers and many General Market customers. This is a temporary channel and will run through July 12.

NEW! WORLD CUP SOCCER SCHEDULE — Don't miss a moment of the passion! Watch all 64 World Cup matches live and in HD* all month long! See 25 of them in HD 3D.** To view the 2010 World Cup schedule, visit http://www.directv.com/DTVAPP/content/soccer/2010_world_cup/schedule

Attached is the schedule.

*To access DIRECTV HD programming, HD Access fee, a DIRECTV Slimline Dish, HD receiver and HD television equipment are required. Number of channels varies by package. Eligibility for local channels based on service address. **Requires HD Access, HD receiver (HR21, H21 or later), compatible 3D-HDTV and 3D glasses.

NEW!

MORE HD CHANNELS HEADED TOWARDS THE D12 SATELLITE

New HD channels are coming soon to a D12 satellite near you! The following HD channels will be available on the D12 satellite this week:

New HD Channels:

312	HALLHD	Hallmark Channel HD
363	GEB	Golden Eagle Broadcasting
348	FSTV	Free Speech TV

277	TRAVHD	Travel Channel HD
614	ESPUHD	ESPN U HD
356	msnbcHD	MSNBC HD
307	WGNHD	Chicago WGN HD

***** Additional MOVIE Channels in HD *****

535	ENCeHD	Encore East HD
502	HB2eHD	HBO2 East HD
509	HBOZHD	HBO Zone HD (HD Only)
252	LIFEHD	Lifetime HD
550	SHBYHD	Showtime Beyond HD (HD Only)
551	SHNXHD	Showtime Next HD (HD Only)
552	ShWmHD	Showtime Women HD (HD Only)
531	SCINHD	Starz Cinema HD (HD Only)
556	TMCXHD	TMC Xtra HD East (HD Only)
530	SBLKHD	Starz in Black HD

****** Regional Sports Channels in HD ******

696	CSNBHD	CSN Bay Area HD (Full Time Channel)
698	CSCAHD	CSN California HD (Full Time Channel)
654	FSFLHD	FSN Florida HD (Full Time Channel)

FREE HD FOR LIFE

On June 5th, we launched FREE HD For Life! This limited time offer is available for new customers.

CONTRARY TO WHAT YOU MAY HAVE HEARD, WE ALSO HAVE SOMETHING GREAT FOR EXISTING CUSTOMERS

DIRECTV is offering existing customers an HD offer. This savings opportunity has already been well received. Just tell residents to call DIRECTV and they'll do the rest.



AND DON'T FORGET WHY OUR NEW CUSTOMER HD OFFER IS THE BEST

DISH Network may be saying their offer is better, but you decide. DISH Network customers pre-pay for service, pay higher receiver fees and are subject to upfront fees if they want to

receive their bill in the mail.

THE DIFFERENCE IS OBVIOUS	DIRECTV	DISH
PRE-PAYMENT FOR SERVICE	NO	Yes
RECEIVER FEE COSTS	\$5	\$7-\$17
AUTO BILL PAY	YES	Yes
RECEIVE HARD COPY OF BILLS	YES	NO
UPFRONT FEES (customers opting to receive paper bill and no ABP)	\$0	\$99
MOST FULL-TIME HD	Yes	No

With the most full-time HD, the most sports in HD and the most movies in 1080p HD, no one can compete with DIRECTV.

NEW! NAT GEO WILD CHANNEL LAUNCH — We are excited to announce that on 6/30, the Nat Geo WILD channel will be included in CHOICE XTRA™ and above packages for all customers. Nat Geo WILD is the only network fully dedicated to bringing audiences extraordinary stories of the natural world and the amazing animals that inhabit it. Through unique, powerful experiences and unparalleled imagery, viewers will get closer to animals and nature than ever before.

» **NEW! FOX REALITY CHANNEL NO LONGER AVAILABLE** — As of June 30, Fox Reality Channel will no longer be on DIRECTV.

» **VIEN THAO LAUNCH** — We are excited to announce that on 6/16, the *Vien Thao* channel will be added to the VietDirect™ VHN, VietDirect™ HONVIETV and VietDirect™ Plus packages on channel 2075 at no additional cost! *Vien Thao* is dedicated to informing, entertaining, enriching and empowering Vietnamese audiences.

NEW! UPCOMING CHANNEL MOVES

Date Effective	Channel Name	Action
6/30/10*	ESPNU	Move from 614 to 208
6/30/10*	ESPNCClassic	Move from 208 to 614

» **THE NEW DIMENSION IS COMING** — Beginning this month, DIRECTV will launch 3 3D channels starting with 25 2010 FIFA World Cup matches on ESPN 3D on 6/11.

Then, later in June customers can enjoy N3D™ powered by Panasonic, 3D programming from MTV, CBS, NBC Universal and more. Plus 3D DIRECTV on DEMAND and DIRECTV Cinema™ featuring the newest 3D releases.

For customers interested in this new and exciting viewing experience the following is required:

- HD Access (\$10/mo.)
- HD Receiver (eligible receivers include: H21, H23, H24, HR21, HR22, HR23, HR24 or R22. All eligible units have received the necessary software downloads.)
- 3D HDTV (for compatible TVs, visit www.directv.com/3D for a complete list)
- Compatible 3D Glasses.
- HDMI Connection must run directly to the TV. **Signal cannot be run through an A/V receiver and component cables will not work .**

For more information, visit www.directv.com/3D

I hope the information was helpful.

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