



Commercial MVP Marketing Program

The DIRECTV MVP Marketing Program offers turnkey solutions to build consumer awareness. A variety of tools help differentiate businesses by promoting the features and benefits of DIRECTV.

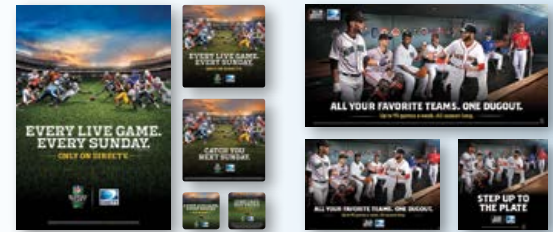
The MVP Marketing Program's Five Components:

1 On-Premise Sports Kits

On-premise marketing materials are provided with every qualifying sports subscription purchase, free of charge!

Kits are available for the following sports: NFL SUNDAY TICKET, MLB EXTRA INNINGSSM, NHL[®] CENTER ICE[®], and NBA LEAGUE PASS.

- Public Viewing customers subscribing to select sports subscriptions will automatically receive a sports marketing kit with their order.
- Contents of kit may include: posters, window clings, coasters, banners and more! (Varies by sport)
- Customers may order additional marketing merchandise from directvmvp.com



2 directvmvp.com

directvmvp.com is an online tool that allows businesses to take advantage of all the marketing support that DIRECTV provides them for being a loyal customer.

- Customers can log into directvmvp.com using their DIRECTV account number or with their email address (if on file). The default password will be 'directv' and the customer will be required to change it following initial login.
- Customers can view, download and print out the most up-to-date sports schedules.
- Look for helpful hints to help customers grow their businesses.
- Customers will have access to exclusive promotional merchandise to display in their establishment.
- Use our sports profit calculators to see the true return on investment of premium sports packages.
- For questions, concerns or access issues, please call our vendor partner, RDI, at 1.877.846.7155.



3 Sports Bar Finder

DIRECTV Sports Bar Finder, a mobile app¹ available on iPhone[®] and Android[™], drives customer traffic. It allows patrons to search near their current location for bars and restaurants featuring a particular sporting event.

- With the purchase of a base package, Public Viewing customers are automatically enrolled and listed in the Sports Bar Finder database.
- Customers' businesses will be added to the app upon activation of DIRECTV[®] service.



4 Weekly Sports Schedules

Get the latest matchups and programming on DIRECTV so your customers can drive traffic with the most popular sporting events and shows. Available via email or by logging onto directvmvp.com

5 The DIRECTV[™] iPad[®] App²

This all-new feature allows bar and restaurant managers to control every DIRECTV[®] Receiver in their establishment using just one iPad[®]!

- Quickly identify different receivers with custom names.
- See what's playing on every TV all at once on an iPad[®] screen.
- Channel surf using the DIRECTV programming guide.
- View all current and upcoming sports schedules.



¹ By downloading this app you are verifying that you are over the U.S. legal drinking age of 21 years old. Use of DIRECTV mobile apps is licensed under DIRECTV's current End User License Agreement. Use of DIRECTV mobile apps is also subject to DIRECTV's privacy policy and other legal policies, including DIRECTV's Customer Agreement for users who are DIRECTV customers. ² Certain remote control functions require a standard DIRECTV remote. iPad[®] remote control functionality requires an Internet or Wi-Fi connection and is limited to the range of network. Internet access and directv.com login required. Internet connections may vary. Only available on certain Internet-connected receivers. Visit directv.com/apps for complete details. Remote connections may vary. Charges may apply for an Internet Connection Kit and installation. Requires DIRECTV Plus HD DVR (models HR20, HR21, HR22, HR23, HR24), DIRECTV Plus DVR (model R22) or DIRECTV HD Receiver (models H21, H23, H24, H25) connected to broadband. DIRECTV Receiver(s) and the iPad[®] must be connected to the same network. iPhone[®] and iPad[®] are registered trademarks of Apple Inc. Android[™] is a trademark of Google Inc. Use of this trademark is subject to Google Permissions. DIRECTV programming, pricing, terms and conditions subject to change at any time. Taxes not included. Receipt of DIRECTV programming subject to terms of DIRECTV Commercial Customer Viewing Agreement; copy provided with new customer information packet. NFL, the NFL Shield design and the NFL SUNDAY TICKET name and logo are registered trademarks of the NFL and its affiliates. Major League Baseball trademarks and copyrights are used with permission of the applicable MLB entities. All rights reserved. Visit the official website at MLB.com. ©2015 DIRECTV. DIRECTV and the Cyclone Design logo are registered trademarks of DIRECTV, LLC. All other trademarks and service marks are the property of their respective owners.