

Exhibit 1

DIRECTV

OCTOBER 2014

BRING HOME a **FREE** Genie[®] HD DVR upgrade!

The most advanced HD DVR. **EVER.**

Additional equipment required. Additional & Advanced Receiver fees apply.

Claire Danes stars in *Homeland* Sundays at 9PM only on **SHOWTIME**



NOW ONLY \$19.99⁹⁹ MO.

130+ Channels
SELECT[™] Package
~~\$29.99~~ MO.
For 12 Mos. With 24-mo. agmt.** Plus add'l fees.

OUR LOWEST PRICE EVER!
INCLUDES AN EXTRA \$10 ON EVERY PACKAGE.

OVER 30 PREMIUM CHANNELS FREE FOR 3 MONTHS*
With SELECT through ULTIMATE Packages.

UPGRADE TODAY AND GET THE ULTIMATE BUNDLE WHEREVER YOU LIVE

Upgrade today! Call 1-888-778-8672 or visit directv.com

All DIRECTV offers require 24-month agreement** 2014 NFL offer ends on 12/27/14. All other offers valid through 1/5/15. New approved customers only. Conditions apply. See details inside.



Experience TV li

Upgrade today! Call 1-888-7

Save big with this amazing offer!

LIMITED TIME!

When you upgrade to DIRECTV, you'll get an extra \$10 off every package! You'll also get cutting-edge technology, exclusive NFL coverage and premium channels!

- ▶ **FREE Genie® upgrade*** for up to 4 rooms—one HD DVR powers your entire home! Additional equipment required. Additional & Advanced Receiver fees apply.
- ▶ **2014 NFL SUNDAY TICKET included** at no extra charge†—only DIRECTV gives you every game, every Sunday. Requires CHOICE™ Package or higher. Out-of-market games only.
- ▶ **Over 30 premium channels FREE** for 3 months including HBO®, SHOWTIME®, and Cinemax® With SELECT™ through ULTIMATE Packages. All offers require 24-mo. agreement.**

~~\$299~~ **NOW ONLY \$19.99 MO.**
 MONTH For 12 Mos. Plus add'l fees.
 SELECT™ Package with 24-mo. agmt.**
 Not eligible for NFL offer.



\$299 VALUE

DIRECTV's Genie® – the most advanced HD DVR ever

Now get a **FREE upgrade*** to DIRECTV's Genie for up to 4 rooms:

- ▶ One HD DVR powers your entire home
- ▶ Record any 5 shows at once, all in HD



Access to programming based on package selection. Blackout restrictions apply to sports programming. Program must air in HD to record in HD.

BONUS! With **Wireless Genie Mini**, say goodbye to messy cable wires and boxes in every room! Enjoy a full HD DVR experience on every TV without seeing all the clutter.² Ask how!

Additional & Advanced Receiver fees apply; additional equipment required for all equipment offers. \$99 Wireless Genie Mini fee applies. 24-month agreement required.**

It's time you know the

4 Myths Busted!

1 *"My signal will go out."*
Wrong. DIRECTV's high-powered satellites deliver **99% worry-free signal reliability** so that you can access the best entertainment.

Based on a Nationwide Study of representative cities.

2 *"The equipment is too expensive."*
No. There's no DIRECTV equipment to buy and no start-up costs. Batteries are even included in your remote. Upgrading to DIRECTV is so affordable!

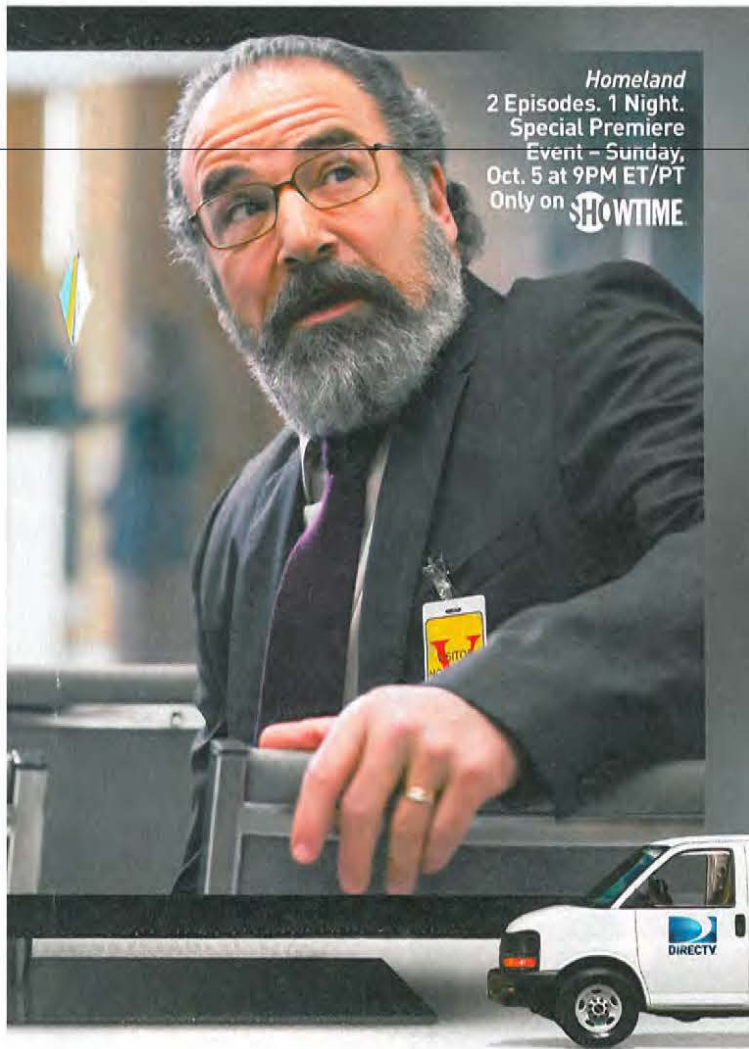
2014 NFL offer ends on 12/27/14. All other offers valid through 1/5/15. Credit card required (except in MA & PA). New approved customers only (lease required).

All programming and pricing subject to change at any time. *BILL CREDIT/PROGRAMMING OFFER: IF BY THE END OF PROMOTIONAL PRICE PERIOD(S) CUSTOMER DOES NOT CONTACT DIRECTV TO CHANGE SERVICE THEN ALL SERVICES WILL AUTOMATICALLY CONTINUE AT THE THEN-PREVAILING RATES. Three free months of HBO, SHOWTIME and Cinemax with SELECT through ULTIMATE Packages, a \$120 value. LIMIT ONE PROGRAMMING OFFER PER ACCOUNT. Featured package/service names and current prices: SELECT \$49.99/mo.; CHOICE \$66.99/mo.; ULTIMATE \$81.99/mo.; Advanced Receiver fee \$15/mo. In certain markets, a Regional Sports fee of up to \$3.63/mo. will be assessed with CHOICE Package or above and MAS ULTRA Package or above. Prices include the following instant bill credits for first 12 months: \$30 for SELECT Package, \$37 for CHOICE Package and \$42 for ULTIMATE Package. †2014 NFL SUNDAY TICKET OFFER: Package consists of all out-of-market NFL games (based on customer's service address) broadcast on FOX and CBS. Games available via remote viewing based on device location. Local broadcasts are subject to blackout rules. Other conditions apply. 2014 NFL SUNDAY TICKET regular full-season retail price is \$239.94. 2014 NFL SUNDAY TICKET MAX regular full-season retail price is \$329.94. Customers activating CHOICE Package or above or MAS ULTRA Package or above will be automatically enrolled in the 2014 season of NFL SUNDAY TICKET at no additional cost and will receive a free upgrade to NFL SUNDAY TICKET MAX for the 2014 season. NFL SUNDAY TICKET subscription will automatically continue each season at special renewal rate unless customer calls to cancel prior to start of season. To renew NFL SUNDAY TICKET MAX, customer must call to upgrade after the 2014 season. Subscription cannot be canceled (in part or in whole) after the start of the season and subscription fee cannot be refunded. Account must be in "good standing" as determined by DIRECTV in its sole discretion to remain eligible for all offers.

**24-MONTH AGREEMENT: EARLY CANCELLATION WILL RESULT IN A FEE OF \$20/MONTH FOR EACH REMAINING MONTH. Must maintain 24 consecutive months of any DIRECTV base programming package (\$29.99/mo. or above) or any qualifying international service bundle. Advanced Receiver fee (\$15/mo.) required for all HD DVRs. TVo service fee (\$5/mo.) required for TVo HD DVR from DIRECTV lease. There is a fee of \$6/mo. for each receiver and/or Genie Mini/DIRECTV Ready TV/Device on your account. NON-ACTIVATION CHARGE OF \$150 PER RECEIVER MAY APPLY. ALL EQUIPMENT IS LEASED AND MUST BE RETURNED TO DIRECTV UPON CANCELLATION, OR UNRETURNED EQUIPMENT FEES APPLY. VISIT directv.com/legal OR CALL 1-800-DIRECTV FOR DETAILS. *GENIE HD DVR UPGRADE OFFER: Includes instant rebates on one Genie HD DVR and up to three Genie Minis with activation of the SELECT Package or above; OPTIMO MAS Package or above; or any qualifying international service bundle, which shall include the PREFERRED CHOICE programming package. A \$99 fee applies for Wireless Genie Mini (model CATW) upgrade. Whole-Home HD DVR functionality requires a Genie HD DVR connected to one television and a Genie Mini, H25 HD Receiver(s) or a DIRECTV Ready TV/Device in each additional room. Limit of three remote viewings per Genie HD DVR at a time. Visit directv.com/genie for complete details. INSTALLATION: Standard professional installation in up to four rooms only. Custom installation extra.

Like never before!

78-8672 or visit directv.com



Homeland
 2 Episodes. 1 Night.
 Special Premiere
 Event - Sunday,
 Oct. 5 at 9PM ET/PT
 Only on **SHOWTIME**

**\$329
 VALUE**

EXCLUSIVE: 2014 NFL SUNDAY TICKET

Don't miss another Sunday! Get 2014 NFL SUNDAY TICKET **included at no extra charge!** Every out-of-market game, every Sunday—all in HD. You'll also get RED ZONE CHANNEL® to see every scoring drive on one dedicated channel.



Requires CHOICE™ Package or higher. Includes a free upgrade to 2014 NFL SUNDAY TICKET MAX. To access DIRECTV HD programming, HD equipment required. 24-month agreement required.**



Save up to \$120 when you bundle¹

DIRECTV partners with top names you can trust—with the same high quality standards you expect from DIRECTV. Ask how to get exceptional TV, phone service and super fast Internet.

Additional telco equipment and service fees apply. Eligibility based on service address. Savings amount will be lower with certain providers.



Upgrading to DIRECTV is Easy!

CALL to schedule your professional installation of a DIRECTV® System. It's FREE in up to 4 rooms.

SELECT the programming package with all the sports and entertainment you want.

ENJOY America's #1 Satellite TV Service.

Complex/custom installation extra. \$19.95 Handling & Delivery fee may apply. Applicable use tax adjustment may apply on the retail value of the installation.

truth about DIRECTV!

3 *"It's too difficult to install!"*
No. Our professional installer will set up all the equipment for you. And, **standard installation of a DIRECTV System is FREE** in up to 4 rooms!

4 *"I can't get DIRECTV where I live."*
Yes, you can. Rest assured, DIRECTV is available nationwide—even in your neighborhood! Upgrading to DIRECTV is simple and easy, so call today!

Programming, pricing and offers are subject to change and may vary in certain markets. Some offers may not be available through all channels and in select areas.

Free For 3 Months!

Over 30 FREE Premium Channels

Now when you sign up for the SELECT™ through ULTIMATE Packages, you'll get HBO®, SHOWTIME® and Cinemax® FREE for 3 months! 24-month agreement required.**



UP TO \$120 BUNDLE SAVINGS OFFER: DIRECTV customers who activate (or currently subscribe to) television services with SELECT Package or above and add qualifying services (from a preferred provider) will automatically receive the following bill credits on their DIRECTV bill when services are ordered through DIRECTV: \$10/mo. bill credit for 12 months with activation of High Speed Internet and/or phone service (\$5/mo. with select providers). All accounts must remain in "good standing," as determined by DIRECTV in its sole discretion, or bill credits will cease. High Speed Internet service subject to availability; service not available in all areas. Eligibility based on service address and phone line. Internet and/or phone service provided by a preferred DIRECTV provider and billed separately. Prices vary depending on provider and are subject to change. Separate appointment for Internet installation may be required. Equipment may be required and sold separately. Start-up costs, taxes and other fees may apply. Computer system requirements vary by provider. Terms and conditions for selected Internet service provider apply. DIRECTV television service commitment required. **DIRECTV CINEMA/ON DEMAND:** Access to available DIRECTV On Demand programming is based on package selection. Actual number of shows and movies will vary. Additional fees apply for new releases. Some DIRECTV CINEMA and DIRECTV On Demand content requires an HD DVR (HR20 or later) or DVR (R22 or later), DIRECTV CINEMA Connection Kit and broadband Internet service with speeds of 750 kbps or higher and a network router with an available Ethernet port. Visit directv.com/movies for details.

1. Eligibility for local channels based on service address. Not all networks available in all markets. 2. Requires one TV connected to a Genie HD DVR and a Wireless Genie Mini for each additional TV. Limit three remote viewings per Genie HD DVR at a time. Not available on the television which is connected to the Genie HD DVR. Actual range of wireless signal varies and may be affected by several factors including, but not limited to: home construction materials, obstructions, electromagnetic interference and other environmental factors. Connections of Wireless Genie Mini to TV and power source are required. For residential use in a single household only. Visit directv.com/technology/genie for complete details.

To access DIRECTV HD programming, HD equipment required. Number of HD channels varies by package selection. Programming, pricing, terms and conditions subject to change at any time. Pricing residential. Taxes not included. Receipt of DIRECTV programming subject to DIRECTV Customer Agreement; copy provided at directv.com/legal and in order confirmation. AT&T, the AT&T logo and all other AT&T marks contained herein are trademarks of AT&T Intellectual Property and/or AT&T affiliated companies. The name CenturyLink and the pathways logo are trademarks of CenturyLink, Inc. NFL, the NFL Shield design and the NFL SUNDAY TICKET name and logo are registered trademarks of the NFL and its affiliates. ©2014 DIRECTV, DIRECTV and the Cyclone Design logo, SELECT, CHOICE and GENIE are trademarks of DIRECTV, LLC. All other trademarks and service marks are the property of their respective owners. **PHOTO CREDITS:** Homeland © Twentieth Century Fox Film Corporation. All Rights Reserved. HBO®, Cinemax® and related channels and service marks are the property of Home Box Office, Inc. SHOWTIME and related marks are trademarks of Showtime Networks Inc., a CBS Company.



ACT NOW TO GET AN EXTRA \$10 OFF EVERY PACKAGE!

ONLY \$19.99*
~~\$29.99~~ MONTH For 12 Mos. Plus add'l fees

SELECT™ Package
 OUR BEST VALUE

- ✓ OVER 130 Channels
- ✓ OVER 1,500 Titles On Demand

FREE FOR 3 MONTHS
HBO + SHOWTIME + CINEMAX

FREE GENIE® UPGRADE* FOR UP TO 4 ROOMS
One HD DVR powers your entire home!
 Add'l equipment required. Add'l & Advanced Receiver fees apply.

ONLY \$29.99*
~~\$39.99~~ MONTH For 12 Mos. Plus add'l fees

CHOICE™ Package
 TV THAT ALWAYS BEATS CABLE

- ✓ OVER 150 Channels
- ✓ OVER 3,500 Titles On Demand

FREE FOR 3 MONTHS
HBO + SHOWTIME + CINEMAX

FREE GENIE® UPGRADE* FOR UP TO 4 ROOMS
One HD DVR powers your entire home!
 Add'l equipment required. Add'l & Advanced Receiver fees apply.

ONLY \$39.99*
~~\$49.99~~ MONTH For 12 Mos. Plus add'l fees

ULTIMATE Package
 THE MOVIE LOVER'S PACKAGE

- ✓ OVER 225 Channels
- ✓ OVER 5,500 Titles On Demand

FREE FOR 3 MONTHS
HBO + SHOWTIME + CINEMAX

FREE GENIE® UPGRADE* FOR UP TO 4 ROOMS
One HD DVR powers your entire home!
 Add'l equipment required. Add'l & Advanced Receiver fees apply.

THIS SEASON INCLUDED at no extra charge!
EVERY GAME, EVERY SUNDAY. ONLY ON DIRECTV!
 Out-of-market games only. **SUNDAY TICKET** ONLY ON DIRECTV

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EVERY GAME, EVERY SUNDAY. ONLY ON DIRECTV!
 Out-of-market games only. **SUNDAY TICKET** ONLY ON DIRECTV

Regional Sports fee applies in certain markets.

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ALL DIRECTV OFFERS REQUIRE 24-MONTH AGREEMENT.**

DIRECTV OFFERS YOU ALL THIS:

- 99% WORRY-FREE SIGNAL RELIABILITY
Based on a Nationwide Study of representative cities.
- LOCAL CHANNELS IN OVER 99% OF THE U.S.¹
- #1 IN CUSTOMER SATISFACTION OVER ALL OTHER CABLE AND SATELLITE PROVIDERS
As compared to the largest national cable & satellite TV providers. 2014 American Customer Satisfaction Index.

FREE Upgrade

THE MOST ADVANCED HD DVR EVER
 Record 5 shows at once!

\$299 VALUE

Additional equipment required. Additional & Advanced Receiver fees apply.

FREE PROFESSIONAL INSTALLATION

Get a DIRECTV® System installed in up to 4 rooms!

IT'S FAST! IT'S EASY! IT'S FREE!

Complex/custom installation extra. \$19.95 handling and delivery fee may apply. Applicable state tax adjustment may apply on the retail value of the installation.

DIRECTV's Pick of the Week



Take Cover... HOMELAND's back

Carrie Mathison is calling the shots as the newly appointed Station Chief in Afghanistan, deploying every weapon in the Agency's arsenal to fulfill her mission. But every drone strike and tactical raid comes at a cost and she soon learns the true price of power. The SHOWTIME® Original Series *HOMELAND*, starring Claire Danes and Mandy Patinkin, returns Sunday, October 5 with a special 2-episode premiere event starting at 9PM (ET/PT)—only on **SHOWTIME** and **SHOWTIME ANYTIME**

AVAILABLE NATIONWIDE!

Upgrade today to get **THE ULTIMATE BUNDLE** wherever you live.

DIRECTV + SUPER FAST INTERNET + CRYSTAL-CLEAR PHONE

Additional telco equipment and service fees apply. Eligibility based on service address.

ALL DIRECTV OFFERS REQUIRE 24-MONTH AGREEMENT.** 2014 NFL offer ends on 12/27/14. All other offers valid through 1/5/15. Credit card required (except in MA & PA). New approved customers only (lease required). Programming, pricing and offers are subject to change and may vary in certain markets. Some offers may not be available through all channels and in select areas. See inside for full offer details.

Upgrade today! Call 1-888-778-8672 or visit directv.com



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