



DIRECTV® Self-Generated Material Guidelines and Restrictions

All materials must be submitted to your CLEARLINK account manager for legal approval from DIRECTV corporate prior to use.

Telemarketing

DIRECTV guidelines prohibit all referral agents from participation in the following practices:

- Facsimile Advertising
- Pre-recorded messaging
- Telemarketing of any form

Customer Order Placement

Any and all potential customers must be directed to proactively contact the CLEARLINK call center and/or website(s) for inquiries regarding any DIRECTV current consumer offers, via DIRECTV approved promotional materials.

E-Mail Solicitation

DIRECTV has strictly prohibited unsolicited email communications. CLEARLINK referral agents are prohibited from promoting DIRECTV or USDirect.com by sending unsolicited mailings (SPAM). Additionally, referral agents wishing to send solicited email messages must receive prior written approval from CLEARLINK and must adhere to the Email Guidelines as provided by CLEARLINK and/or DIRECTV.

General

Referral Agents are not permitted to use content or creative directly from the DIRECTV corporate web site (www.DIRECTV.com) or replicate the look and feel of corporate DIRECTV marketing materials.

All materials must have correct usage of DIRECTV trademarks and guidelines.

Legal Requirements

All materials must be accompanied by an approved legal disclaimer. Contact your CLEARLINK account manager for approved legal disclaimer.

Websites

URLs and/or domain names should not contain any DIRECTV trademarks, including: DTV, DIRECTV, DIRECT, DIRECT TV, D.TV, etc.

The name of the dealer and dealer logo must be prominent on the site so it is clear to any visitor that the site is not owned or operated by DIRECTV, Inc. The site must state that USDIRECT is an "An Authorized DIRECTV Dealer"

Required Legal Copy:

The following Text must be included on each page of your website:

USDIRECT is an independent retailer of DIRECTV and other satellite equipment and is not DIRECTV Inc. DIRECTV and the Cyclone Design logo are registered trademarks of DIRECTV Inc. All other trademarks and service marks are the property of their respective owners. Some content of this page may be copyright by DIRECTV or other partners.

Trademarks & Registration Marks

Whenever DIRECTV trademarks are used in your advertising and marketing efforts, they must be used in a manner which depicts only the highest standards of the brand.

1. In copy, the appropriate superscript trademark symbol (® or ™) should be displayed once per unique DIRECTV trademark, per page. There is no need to include a trademark symbol in headlines or sub-headlines unless this is the only use of the trademark. You should, however, include the trademark symbol on the first prominent use thereafter.

2. DIRECTV has individual trademark registrations for "services" and for "goods" (i.e., hardware). Therefore, the ® must be displayed at least once after

“DIRECTV” when referring to “DIRECTV® service” (“service” or “programming” may be used interchangeably), and at least once upon the first mention of any hardware items (i.e., “DIRECTV® System,” “DIRECTV® Receiver, etc.).

3. When referring to DIRECTV, Inc. the company, no ® notice should be used after DIRECTV.

4. The trademark symbol should follow the trademark in a raised (superscript) position to the right of the trademark, in uppercase letters. Punctuation, such as commas or periods, should follow the trademark symbol when appropriate.

Follow these guidelines so that you do not compromise the integrity of the DIRECTV trademarks:

- Only use authorized versions of the DIRECTV logo
- Do not use DIRECTV logos within a sentence in place of text
- Do not place DIRECTV logos within other design elements, such as a box, which do not allow for proper isolation area (see the Guidelines in the DIRECTV Logo section)
- Avoid cartoons and animation
- Avoid stacking logos
- Avoid use of DIRECTV logos as a watermark or accent (maintain isolation)

Do Not Use DIRECTV Trademarks in Third Party Product or Company Names

To ensure that there is no confusion in the marketplace, DIRECTV trademarks must not be used in another company’s corporate or product name, nor should any variation of the trademarks be used if it might confuse DIRECTV products or services with those of another company.

No dealer, distributor, sales agent or other party may use DIRECTV trademarks when identifying their business (such as in answering the telephone, or on business checks, business cards, stationery, company signs, vehicle signage, name tags, uniforms, domain names, e-mails, metatags, URLs or company correspondence) merely because they sell the DIRECTV service or DIRECTV System equipment.

Third parties should not adopt, use or register any corporate name, trade name, trademark, service mark, certification mark, trade dress, domain name, metatag, URL or other designation which is similar to, or contains in whole or in part, any DIRECTV trademarks.

Registration Marks

Channel Packages need to be in ALL CAPS and must include the ® mark. Any reference to a channel (i.e., HBO, Showtime, etc.) or Package (i.e., TOTAL CHOICE) or DIRECTV must have the ® mark for the 1st reference on each page of a web or print piece.

The ® mark is superscript in all instances with the exception of "SHOWTIME UNLIMITED" in which it is subscript. For Example:

TOTAL CHOICE® PLUS

HBO®

STARZ® Super Pack

SHOWTIME UNLIMITED®

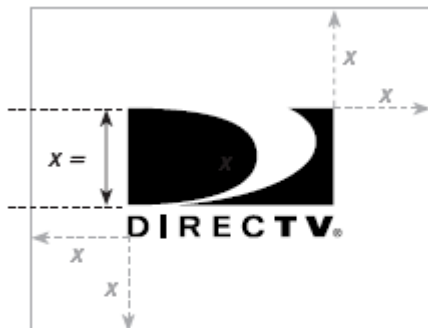
CINEMAX®

Logo Usage

See the DIRECTV Brand Usage document for complete details on proper logo usage.

1. The DIRECTV logo must be 25% smaller than any other company's logo, when both logos are within the same view. The DIRECTV logo must not be larger or more prominent than a third party's trade name, product name, or trademark on any materials they produce or distribute.
2. The DIRECTV logo must be visually isolated from surrounding copy and other design elements and logos. The area of isolation must be equal to, or greater than, the measures shown below, and must be maintained on all sides of the logo.

Minimum area of isolation for use with another logo, other design elements or copy (x=Minimum area of isolation).



3. The DIRECTV logo must never appear smaller than .5 inches in height.
4. The DIRECTV logo must be displayed on packaging, documentation, collateral materials, advertising and Internet Web sites in a way that clearly communicates that DIRECTV® goods and services are available from the licensee, and does not suggest “DIRECTV” is part of their name or company.
5. The DIRECTV logo or other trademarks must not be used in ways that imply that a third party company or any of its goods or services are sponsored or endorsed by DIRECTV.
8. The DIRECTV trademarks’ designs or appearances must not be modified from the authorized artwork provided by DIRECTV.
9. The DIRECTV logo must be incorporated into any, and all, materials that refer to DIRECTV programming services and equipment.
10. For web pieces (websites, banners, etc), the authorized DIRECTV dealer logo must be used. For print pieces (direct mailers, newspaper ads, insertions, etc.), the corporate version of the DIRECTV logo must be used.
11. The DIRECTV or DIRECTV Authorized Dealer logo should never be located in the Dealer tag or contact area or your website or printed materials. This is the area that generally includes a phone number or URL and promotion code.

Logo Placement

See the DIRECTV Logo Usage document for details.

Advertising Guidelines

General Claims: The following information pertains to all advertising that refers to DIRECTV programming. Do not mix general claims with specific package claims and/or pricing. General claims about DIRECTV programming are:

1. Channel Availability: While it is appropriate to focus on the breadth and variety of the programming available to DIRECTV customers, it is not correct to state or imply that DIRECTV customers will receive over 225 channels, as the number of channels available varies from package to package. Therefore, when stating the total number of channels, use the following specific language:

- Access to over 225 channels.

2. DIRECTV Programming Packages: When depicting programmer and channel logos, the logo of one programmer should generally not be larger than that of any other programmer. If highlighting specific DIRECTV base packages (e.g., TOTAL CHOICE®, TOTAL CHOICE® PLUS, TOTAL CHOICE® PREMIER, etc.), programmer logos and/or names and the pricing of the

packages, the following statement must appear prominently in the body of the advertisement:

Programming and pricing subject to change.

If there is no reference to price then use:

Programming subject to change.

Sweepstakes and Contests

Sweepstakes and similar contests are heavily regulated by the FTC and individual states. The effect and validity of a promotion can be impaired by any advertising or other materials which are inconsistent with the rules, mislead the consumer, or fail to adequately disclose the material facts concerning the promotion. Due to the many intricacies of sweepstakes and contests, promotion sponsors must consult their own attorneys with respect to these types of offers. Materials must be submitted to DIRECTV in the planning stage of a promotion to allow time for approval and to meet compliance with state filing requirements.

Online Advertising

Effective January 1, 2006, dealers may not purchase the following “keywords” (i.e. any combination of upper/lower case letters) for any online search engine:

These terms include but are not limited to:

“DIRECTV”

“Direct TV”

“Directtv”

“Direct-TV”

“USDirect”

“US Direct”

“US DIRECT”

DIRECTV reserves the right to update the list at any time. If you have any questions as to whether a keyword is prohibited, contact your Account Manager.

Partners that advertise online may not use words, phrases or company information that is deemed by DIRECTV as causing company confusion in the marketplace. You may not use the following words or phrases in any way to describe your website or business:

“Official DIRECTV Site”

“DIRECTV, Inc.”

“DIRECTV website”