The DIRECTV Customer Loyalty Program

What is DIRECTV PERKS?

DIRECTV customers can sign up for this loyalty program for free and earn tokens to redeem awards of their choice.

This program is designed to:

Celebrate DIRECTV Customers **Reward Loyal Customers** **Drive Loyalty And Retention**

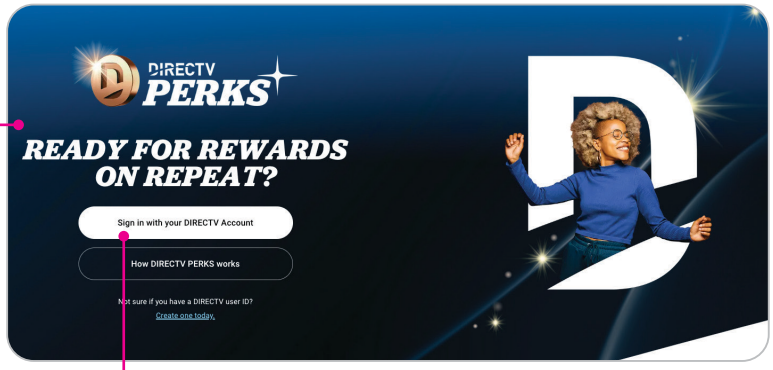
CUSTOMER ELIGIBILITY

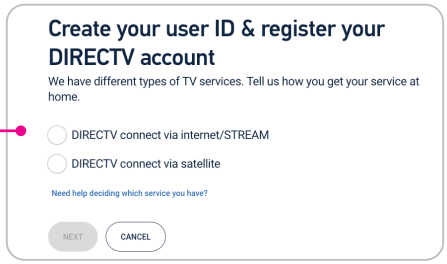
New and existing residential DIRECTV via Satellite and DIRECTV via Internet customers.

HOW TO JOIN

Perks made easy.

1. Visit the PERKS website at: **https://perks.directv.com/**
2. Sign in with your DIRECTV account or sign up
3. Create and customize a profile
4. Start collecting tokens and enjoying the rewards!
5. Check back often for fresh rewards and exclusive PERKS





EARNING REWARDS

EARN TOKENS THROUGH

- On-time bill payments
- Engaging within PERKS App

USE TOKENS TO REDEEM REWARDS

- Weekly prizes
- Movie rental discounts
- eGift cards
- Branded DIRECTV merch
- Discounts
- Sweepstakes entries*

*Note: If not redeemed, tokens expire 12 months after the posting date. Customers may also view and track their token balance and details via DIRECTV PERKS. *Alternative method of entry available. Reward tiers are issued base on the years as a DIRECTV customer.

DIRECTV

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