

Rebate Programs

DATE: JANUARY 1, 2008 07-0643

TO: PROJECTOR PRODUCTS DISTRIBUTORS
FLAT PANEL DISTRIBUTORS

FROM: JAY CHUNG
JOHN HOLMES

PROMOTION: FY07 Q4 BUSINESS PROJECTOR & PUBLIC DISPLAY SPIFF

Sony is pleased to announce the Q4 Business Projector & Public Display SPIFF Promotion

Distributor Salespeople will be awarded for sales of eligible Projector and Public Display models sold to 3rd Party Resellers between January 1, 2008 and March 31, 2008.

ELIGIBLE MODELS	SPIFF INCENTIVE EARNED 3 rd PARTY
KLH-W26	\$15.00
KLH-W32	\$15.00
KLH-W26/S	\$15.00
KLH-W26/ST	\$15.00
KLH-W32/S	\$15.00
KLH-W32/ST	\$15.00
FWD-32LX2F/B /S	\$15.00
FWD-40LX2F/B /S	\$15.00
FWD-50PX3/B /S	\$15.00
GXD-L52H1	\$15.00
VSP-NS7	\$15.00
ICS-FW40D	\$15.00
BKM-FW50	\$15.00
VPL-CX86	\$5.00
VPL-CX125	\$5.00
VPL-CX150	\$5.00
VPL-CX155	\$5.00
VPL-CW125	\$5.00

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TERMS & CONDITIONS:

PROMOTION PERIOD:	January 1, 2008, through March 31, 2008
TYPE OF PROMOTION:	Distributor Spiff
Promotion Description:	SPIFFs will be awarded for sales of eligible products sold (shipped and billed, less returns) by Distributors to 3 rd party resellers between January 1, 2008, and March 31, 2008. This program is intended as a Salesperson Performance Incentive Fund (SPIFF) to be paid directly to the Distributor salesperson responsible for the sale. Sales by Distributors to Direct Marketing Resellers - CDW, INSIGHT, PC CONNECTION, PC MALL, ZONES and Best Buy for Business are not eligible.
Eligible Products:	Models listed above.
Inventory:	Only "A" stock models are eligible.
Eligible Sales:	Only eligible products sold by authorized distributors to US resellers will qualify.
Claim Process:	Distributors must submit POS Reports for sales of eligible Sony products to resellers between January 1, 2008, and March 31, 2008. POS reports showing eligible sell through must be received by Sony within 10 days of the end of every month during the promotion period to qualify for the rebate. POS reports submitted late will not be processed.
Claim Forms:	Distributors must submit POS Reports identifying product sold, date sold, and reseller customer.
Claim Dispute:	Any disputes must be resolved within 60 days of the end of the promotion. In the event of any questions or interpretation of the terms of this promotion, the decision of Sony will be final.
Spiff/Claim Payment:	Payment by Sony of the SPIFF will be made in the form of a credit to the Distributor's account within 30-45 days of the end of Promotion Period. Distributors will be responsible for making payments to the Distributor salesperson making the eligible sale. Late POS reports will not be processed.
Product Substitution:	None.
Mixing of Promotions:	This promotion may be combined with other promotions provided those promotions do not prohibit mixing.
Change/Cancellation:	Sony may change or cancel this promotion at any time.

If you have any questions concerning the Distributor SPIFF Promotion please contact your account manager.

Good Selling!

John Holmes - Public Display Marketing Manager
Professional Display Group
Sony Broadcast & Business Solutions Company

Jay Chung - Projector Marketing Manager
Professional Display Group
Sony Broadcast & Business Solutions Company

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