

**Rebate Programs**

DATE: JANUARY 1, 2008 07-0644  
 TO: PROFESSIONAL AUDIO/VIDEO DISTRIBUTORS  
 FROM: JAY CHUNG/ MARK BONIFACIO / JOHN HOLMES  
 PROMOTION: FY07 Q4 PRO AV DISTRIBUTOR DISPLAY SPIFFS

Sony is pleased to announce an updated Professional Audio/Video Distributor SPIFF Promotion for Q4 of FY 2007. The Q4 program offers professional Audio/Video Salespeople with rewards on sales of eligible products to 3<sup>rd</sup> Party Resellers between January 1 2008, and March 31, 2008. And for the first time ever, Public Display and LUMA™ monitors are included!

Promotion Period: January 1, 2008, through March 31, 2008	
Type of Promotion: Q4 DISPLAY DISTRIBUTOR SPIFF	
ELIGIBLE MODELS	SPIFF INCENTIVE EARNED
VPL-FE40	\$ 25.00
VPL-FE40L	\$ 25.00
VPL-FX40	\$ 25.00
VPL-FX40L	\$ 25.00
VPL-FX52	\$ 25.00
VPL-FX52L	\$ 25.00
VPL-CX86	\$ 5.00
VPL-CX125	\$ 5.00
VPL-CX150	\$ 5.00
VPL-CX155	\$ 5.00
VPL-CW125	\$ 5.00
LMD-9050	\$ 100.00
LMD-2030W	\$ 50.00
LMD-2050W	\$ 50.00
LMD-2050WHD	\$ 50.00
LMD-2450W	\$ 85.00
LMD-2450WHD	\$ 85.00
LMD-4250W, /HD	\$ 125.00
FWD-32LX2F, /B, /S, /ST, /BT,	\$ 10.00
FWD-40LX2F, /B, /S, /BI, /BT, /STI, /SI, /BTI	\$ 10.00
FWD-42PV1, /B, /S	\$ 10.00
FWD-50PX3, /B, /S, /BT, /ST	\$ 10.00
KLHW26, /S, /T, /ST	\$ 10.00
KLHW32, /S, /T, /ST	\$ 10.00
ICS-FW40D	\$ 10.00
BKM-FW50	\$ 10.00

TERMS & CONDITIONS

<b>PROMOTION PERIOD: January 1, 2008, through March 31, 2008</b>	
<b>TYPE OF PROMOTION: Q4 Distributor Spiff</b>	
<b>Promotion Description:</b>	SPIFFs will be awarded for sales of eligible products sold (shipped and billed less returns) by Pro A/V Distributors to 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.
<b>Eligible Products:</b>	Models listed above
<b>Inventory:</b>	Only "A" stock models are eligible.
<b>Eligible Sales:</b>	Only eligible products sold by Pro A/V distributors to US resellers will qualify. SPIFFs will not be awarded for sales of eligible projector models sold by authorized Pro A/V Distributors to Sony's authorized Direct Marketing Resellers. Those DMR Accounts Are: CDW, Insight, PC Connection, PC Mall and Zones.
<b>Claim Process:</b>	Pro A/V Distributors must submit completed monthly POS Reports for sales of eligible Sony products to resellers between January 1, 2008, and March 31, 2008. Monthly POS Reports must be received by the 10 <sup>th</sup> of the following month to qualify for the SPIFF. Late monthly POS reports will not be processed.
<b>Claim Forms:</b>	Pro A/V Distributors must submit POS Reports identifying product sold, sold date, and reseller customer.
<b>SPIFF/Claim Payment:</b>	Payment by Sony of the SPIFF will be made in the form of a credit to the Distributor's account within 30 days of the end of each month during the promotion period. Distributors will be responsible for making payments to the Distributor salesperson making the eligible sale. Late monthly POS reports will not be processed.
<b>Product Substitution:</b>	None.
<b>Claim Dispute:</b>	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 and conditions listed in this promotion, the decision of Sony will be final.
<b>Mixing of Promotions:</b>	This promotion may be combined with other promotions provided those promotions do not prohibit mixing.
<b>Change/Cancellation:</b>	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!

Jay Chung, Portable Projector Marketing Manager  
 Mark Bonifacio, Professional Monitor Marketing Manager  
 John Holmes, Public Display Marketing Manager  
 Professional Display Group  
 Sony Broadcast & Business Solutions Company

*You have received this email advertisement because you have indicated a desire to receive communications from Sony Electronics regarding products, promotions, updated information and services.*