



DATE: JANUARY 1, 2008 07-0648

TO: LCD PROJECTOR AND PUBLIC DISPLAY RESELLERS
 KEY STRATEGIC SYSTEMS INTEGRATORS
 FROM: JAY CHUNG
 JOHN HOLMES

PROMOTION SPIFF: FY07 Q4 "SHOW ME THE MONEY" PROJECTOR & FLAT PANEL SPIFF PROMO

Sony is pleased to announce the FY07 Q4 "SHOW ME THE MONEY" Projector & Flat Panel SPIFF promotion. This promotion provides exciting cash incentives to Reseller salespeople who sell participating display products between December 27, 2008 and March 26, 2008. Most SPIFFS have MORE than Doubled from Q3 amounts and new models including Digital Signage cards have been added!

FY07 Q4 SPIFF PROMOTION PARTICIPATING PRODUCTS:		
PROJECTOR PRODUCTS	INVENTORY CLASS	CASH SPIFF AMOUNT
KLH-W26, KLH-W26S, KLH-W26/ST	"A"	\$ 50.00
KLH-W32, KLH-W32/S, KLH-W32/ST	"A"	\$ 50.00
FWD-32LX2F/B /S	"A"	\$ 50.00
FWD-40LX2F/B /S	"A"	\$ 50.00
FWD-50PX3/B /S	"A"	\$ 50.00
GXD-L52H1	"A"	\$ 100.00
VSP-NS7	"A"	\$ 100.00
ICS-FW40D	"A"	\$ 50.00
BKM-FW50	"A"	\$ 50.00
VPL-CX86	"A"	\$ 30.00
VPL-FE40	"A"	\$ 200.00
VPL-FE40L	"A"	\$ 200.00
VPL-FX40	"A"	\$ 200.00
VPL-FX40L	"A"	\$ 200.00
VPL-FX52	"A"	\$ 100.00
VPL-FX52L	"A"	\$ 100.00
VPL-CX100	"A"	\$ 30.00
VPL-CX120	"A"	\$ 30.00
VPL-CX125	"A"	\$ 60.00
VPL-CX150	"A"	\$ 60.00
VPL-CX155	"A"	\$ 60.00
VPL-CW125	"A"	\$ 90.00
VPL-FW300L	"A"	\$ 300.00
VPL-FH300L	"A"	\$ 500.00

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TERMS AND CONDITIONS:

PROMOTION PERIOD:	December 27, 2008, through March 26, 2008
TYPE OF PROMOTION:	4th QUARTER DISPLAY PRODUCT SPIFF PROGRAM
Promotion Description	Reseller salespeople can receive a SPIFF payment from Sony for selling eligible products which have been invoiced and shipped by the reseller during the promotion period.
Eligible Products:	Models listed above.
Inventory:	Only "A" stock inventory is eligible unless indicated above.
Eligible Sales:	Only sales to end user customers are eligible. Sales/purchases from reseller to reseller, distributor to reseller or to non-end users are not eligible. Sony reserves the right to reject claims regarding sales that it deems are sales other than to end-user customers.
SPIFF Claim Process:	<p>The SPIFF claim procedure is a two step process:</p> <ol style="list-style-type: none"> 1. The reseller salesperson must enter their claim on line at <i>SONYFASTCASH</i> Rewards Headquarters. All required fields on the site must be completed. 2. The reseller salesperson must send in a copy of the completed claim form and a copy of the sales invoice for eligible product to the end user. <p>SPIFF CLAIMS WILL NOT BE PROCESSED UNTIL THE PAPERWORK HAS BEEN SUBMITTED TO THE <i>SONYFASTCASH</i> REWARDS HEADQUARTERS.</p>
To Enter a Claim:	<p>The reseller salesperson should go to www.sony.com/fastcash, complete the online claim form and hit the "Submit" button to process the claim. The processed claim should now have a claim number. If the salesperson's claim has been rejected, please refer to "Claim Dispute" below. The salesperson should print out a copy of the completed claim form and send it along with a copy of the original sales invoice. The salesperson can either fax the paperwork to 1-800-735-0349 or send by mail to:</p> <p style="text-align: center;"><i>SONYFASTCASH</i> Rewards Headquarters PO Box 42012 Hazelwood, MO 63042-2012</p>
Submission Deadlines:	All claims for SPIFFs must be submitted on line @ www.sony.com/fastcash within 30 days of the end of the promotion period.
Paperwork Deadline:	All backup paperwork for claims must be received by the <i>SONYFASTCASH</i> Rewards Headquarters no later than 30 days after the on line claim submission deadline. All claims that do not have all of the required backup received by the <i>SONYFASTCASH</i> Rewards Headquarters by this date will be rejected.

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TERMS AND CONDITIONS CONTINUED:

Claim Dispute:	Disputes for rejected claims must be submitted by the reseller salesperson within 60 days of date of claim rejection. To dispute a claim, the salesperson should call 1-800-726-1908. In the event of any questions or interpretation of the terms and conditions listed in this promotion, the decision of Sony will be final.
Spiff Payment	All Sony Fast Cash claim payouts will be loaded to the reseller salesperson's Sony Fast Cash VISA Debit Card. Once approved, payment will be made within 30-45 days. The Sony Fast Cash VISA Debit card will be issued in the name of the salesperson on the Sony Fast Cash Account. To review all the terms and conditions of the VISA Debit Card and to determine available balances, the salesperson should go to www.rewardsdetail.com . Sony is not responsible for lost VISA Debit Cards or for VISA's actions or failures to act in connection with the use of the card and the administration of the card program. *PAYEE WILL BE RESPONSIBLE FOR ALL TAXES
Mixing of Promotions and This Promotion:	This promotion may be mixed with other promotions.
Change/Cancellation:	Sony may change or cancel this promotion at any time.

If you have additional questions please contact your account manager.

Good Selling!

Jay Chung, Projector Marketing Manager - Professional Displays Group Sony Broadcast and Business Solutions Company	John Holmes - Marketing Manager Professional Displays Group Sony Broadcast and Business Solutions Company
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