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TO: B2B AV/IT DMR ACCOUNTS

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SUBJECT: Q4 TARGET REBATE PROGRAM FOR DMR (TRP)

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Sony Electronics is pleased to announce a Q4 Target Rebate Program for DMR Accounts - CDW, BEST BUY INC., INSIGHT, PC CONNECTION, PC MALL, and ZONES! Spread the great news!

Program Overview

DMRs can earn a rebate of up to 3% on their sell-through of eligible "A" and "B" stock Sony Projector and Public Display main models and select Digital Signage Cards to end user customers between January 1, 2008, and March 31, 2008.

Individual DMR rebate targets have been established for each product category (Projector and Public Display) by Sony based on the DMR's sell-through less returns in the preceding quarter, potential market growth, and general economic conditions for each individual product category. The following table shows % growth levels from that target along with the applicable rebate percentage. Please see the terms and conditions on page 2 for complete program details.

Guidelines

DMR accounts will be paid at the end of the quarter based on POS reports submitted to Sony within 30 days of the end of each month during the promotion period. A fully approved meet comp must be received by Sony from the DMR before payment is processed.

DMR SELL-THROUGH TARGET LEVELS	REBATE %
Baseline Target	0.50%
10% above the target	1.00%
20% above the target	1.50%
30% above the target	2.00%
40% above the target	2.50%
50% above the target	3.00%

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TERMS AND CONDITIONS:

Promotion Period:	January 1, 2008, through March 31, 2008
Promotion Description:	The Products eligible for sell through under this program are the following: <ul style="list-style-type: none"> - All main model LCD Business Projectors. - All main model KLH, FWD and GXD Public Displays. - All accessories are excluded with the exception of the VSP-NS7, ICS-FW40D and BKM-FW50 Digital Signage Cards. "A" and "B" stock models are eligible.
Eligible Sales:	The DMR Q4 TRP will be based on eligible projector and public display products sold (shipped and invoiced, less returns) by Direct Marketing Resellers to end user customers. Target sell-through levels will be individually established for each DMR and for both the Business Projector and Public Display main models (FWD/KLH/GXD) and VSP-NS7, ICS-FW40D and BKM-FW40D Digital Signage Cards. A fully approved meet comp must be received by Sony before payment is processed.
Rebate calculation:	Rebates will be calculated based on POS reports submitted to Sony from the DMR account through the established EDI process.
TRP Claim/Payment:	Payment by Sony of the rebate will be in the form of a wire transfer directly to the DMR within 30-45 days of the end of the quarter.
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 and conditions listed in this promotion, the decision of Sony will be final.
Mixing of Promotions:	This promotion may be combined with other promotions provided those promotions do not prohibit mixing.
Backorder/Future Order:	Only sales shipped and invoiced less any returns during the promotion period qualify.
Product Substitution:	No product substitutions are allowed.
Change/Cancellation:	Sony may change or cancel this promotion at any time.

Good Selling!

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

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