

DATE: JANUARY 1, 2008 07-0141 - 1.1.08 UPDATE

TO: B2B AV/IT DMR ACCOUNTS

FROM: DIANNE LAGUARDIA

SUBJECT: FY07 DMR AV/IT GOVERNMENT AND NOT-FOR-PROFIT MAIL-IN REBATE PROGRAM  
 UPDATE: PUBLIC DISPLAY AND PROJECTOR EDUCATION REBATE MOVED TO BULLETIN 07-0639

**PLEASE REFER TO BULLETIN 07-0639 FOR COMPLETE PROGRAM TERMS AND CONDITIONS ON THE PUBLIC DISPLAY AND PROJECTOR EDUCATION REBATE**

**Program Overview**

The Sony Government, Education and Not-For-Profit mail in rebate program is offered to DMR accounts for Sony products sold by them to Government, Education and Not-For-Profit end users between April 1, 2007 and March 31, 2008. This program is meet comp based and is designed to assist DMR accounts on opportunities for sales to Government, Education and Not-For-Profit customers by providing the DMR account a rebate on sales. Program details are provided below. DMR Accounts: CDW, PC CONNECTION, PC MALL, and ZONES are eligible for this program.

**Guidelines**

DMR accounts will be paid based on proof of performance reports they submit to Sony's M.O.S.I. group. A fully approved and signed meet competition form must be provided by Sony's DMR account manager within the first fiscal quarter of FY07.

Rebate amount is based on the DMR Cost of Goods Sold for eligible product and is subject to the Meet Comp rule that the rebate amount from Sony must not result in Sony's price being lower than the competitive offer.

ELIGIBLE PRODUCT CATEGORIES	REBATE
All current Public Display main models (KLH, FWD & GXD) as well as the VSP-NS7, ICS-FW40D and BKM-FW50 Digital Signage Cards purchased through Sony's Authorized Distribution Channel.	3%
All current Projector (VPL) main models purchased through Sony's Authorized Distribution Channel.  For Education rebate amounts beginning 2H 2007, refer to bulletins 07-0464 (Q3) and 07-0639 (Q4).	3%  (6% for Government End Users: July-October)  (6% for Education End Users: May-September)
All current Digital Imaging products purchased through Sony's Authorized Distribution Channel, excluding Digital Printers, Digital Printer Paper, Memory Stick Media, and Memory Stick Adaptor Categories	3%
All current Branded Disk Storage products purchased from a Sony Authorized Distributor.	3%
All current VAIO® Notebooks, Desktops and Accessories purchased from a Sony Authorized Distributor.	3%  (6% for July - October)

PROMOTION PERIOD:	APRIL 1, 2007 THROUGH MARCH 31, 2008 *qualifying models only
TYPE OF PROMOTION:	<b>DMR AV/IT GOVERNMENT AND NON-FOR-PROFIT PROGRAM. (PUBLIC DISPLAY AND PROJECTOR EDUCATION REBATE MOVED TO BULLETIN 07-0639.)</b>
Promotion Description:	<p>DMR accounts will receive a rebate on eligible Sony products they sell (ship and invoice) to Federal, State, or Local government agencies, public or private educational facilities and not-for-profit organizations during the promotion period (subject to backorders of products ordered by the DMR from Sony authorized Distributors) that show on their proof of sales reports ONLY if a meet comp is provided to Sony's M.O.S.I. group by the Sony DMR account manager. The rebates will be equal to 3% (see table on page one) based on the DMR's Cost of Goods Sold (COGS) for the eligible products. Wire transfers will be issued to the DMR accounts within 30-45 days upon the receipt of the proof of performance reports.</p> <ol style="list-style-type: none"> <li>1. This program is offered on a meet competition basis for eligible products sold by DMR accounts to Government, Education, and Not-For-Profit customers between April 1, 2007 and March 31, 2008.</li> <li>2. DMR accounts must provide proof of sales to Government, Education, and Not-For-Profit customers. Proof of sales must include end user name, address, state, zip code, end user segment (Federal, State &amp; Local, Higher Education, K-12, or Not-For-Profit. Documentation must also contain product sold, quantity sold, landed cost, rebate amount. Proof of sales must be received by Sony within 15 days of the program period end.</li> <li>3. Claims must be submitted to Sony within 15 days of the end of Sony's fiscal quarter to qualify. Sony's fiscal quarter periods run from Apr-Jun, July-Sept, Oct-Dec, and Jan-Mar. Completed claims must be submitted to the DMR's Sony Account Manager and must be accompanied by proof of sales for the period.</li> <li>4. Any claims for sales that occur after March 31, 2008 or received without required documentation will be rejected.</li> <li>5. Sony defines Not-For-Profit as those organizations that have a 501C(3) exemption from the IRS.</li> <li>6. Sony may at any time during the program and at its sole discretion discontinue or modify the Government, Education, and Not-For-Profit Program upon immediate written notice to the approved accounts. Claims for products sold prior to the program termination or modification date will be honored if submitted within 30 days of the program termination / modification date provided they meet the program's terms and conditions.</li> <li>7. Sony reserves the right to conduct audits.</li> <li>8. DMR accounts eligible for this program will not be eligible for any Gov/Ed/Not-For-Profit rebates offered through distributors.</li> </ol>
Eligible Products:	See table on page one.
Authorized Distributors	Tech Data, Ingram Micro, Synnex, ICG, and D&H.
Inventory:	"A" stock only.
Backorder/Future Order:	Only orders shipped and invoiced during the promotion period qualify.
Mixing of Promotions and this promotion:	This promotion may not be mixed with other promotions.
Payment:	The Government, Education, Not-For-Profit rebate payment will be issued at the end of each Sony fiscal quarter during FY07. Payment will be made in the form of a wire transfer directly to the DMR account. The DMR should allow 30-45 days for payment to be made after the claim and proof of sales report is received.
Claim Dispute:	Disputes for rejected claims must be submitted by the DMR within 30 days of the date of claim rejection. To dispute a claim, the DMR should contact their account manager. In the event of any questions or interpretation of the terms and conditions listed in this promotion, the decision of Sony will be final.
Change/Cancellation	Sony may change or cancel this promotion at any time.

Good Selling!

Dianne LaGuardia  
 General Manager, M.O.S.I.  
 Sony Electronics, Inc.

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