



DATE: FEBRUARY 15, 2006 05-0721

TO: BROADCAST PRODUCT RESELLERS
SONY ACCOUNT MANAGERS

FROM: MARK BONIFACIO

PROMOTION: BVM-D CLOSE-OUT PRICING PROMOTION

Sony is pleased to offer significant savings on the remaining BVM-D series main models. This promotion will result in **savings of at least \$1,000!!** This close-out promotion offers a great opportunity to own a high quality master monitor at a more affordable price.

The BVM-D series of monitors deliver uncompromising quality and detail necessary for critical signal evaluation. Sony's BVM series of monitors are used throughout the industry for Grade 1 master monitoring applications such as quality control, camera shading and color correcting.

The promotion is applicable only while supplies last.

BVM-D CLOSE-OUT PRICING PROMOTION					
PROMOTION PERIOD: February 15, 2006 through March 28, 2006					
Product(s) Involved:					
PRODUCT	INVENTORY CLASS	QUANTITY	CURRENT RESELLER PRICE	PROMO RESELLER PRICE	SAVINGS!!
BVM-D14H5U	A	1	\$4,266.00	\$3,266.00	\$1,000.00
		2 or more	\$4,266.00	\$3,066.00	\$1,200.00
BVM-D20F1U	A	1	\$9,831.60	\$8,331.60	\$1,500.00
		2 or more	\$9,831.60	\$8,031.60	\$1,800.00
BVM-D24E1WU	A	1	\$18,759.60	\$16,759.60	\$2,000.00
		2 or more	\$18,759.60	\$16,459.60	\$2,300.00

Note: There will be no price protection associated with this promotion.

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TERMS AND CONDITIONS

Promotion Period:	February 15, 2006 through March 28, 2006.
Models/Pricing:	Special promotional pricing for BVM-D14H5U, BVM-D20F1U and BVM-D24E1WU. A class models only.
Backorder/Future Order:	All orders must be placed, credit cleared and shipped by March 28, 2006 to be eligible for this promotion. Orders placed, credit cleared and with a requested delivery date past March 28, 2006 will not be eligible. All orders will be filled only while supplies last.
Mixing of Promotions:	May not be combined with any other promotions..
Quantity:	There are no quantity limitations.
Change/Cancellation:	Sony may change or cancel this promotion at any time.

Please contact your Sony account manager with any questions that you may have about this promotion.

Good Selling!

Mark Bonifacio
Marketing Manager - Monitors and Digital Signage
Broadcast and Business Solutions Company

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