

Sony Electronics Inc.

SONY



DATE: JANUARY 1,2008

07-0647

TO: LCD PROJECTOR AND PUBLIC DISPLAY PRODUCTS RESELLERS

FROM: JOHN HOLMES
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PROMOTION: FY07 Q4 DISPLAY EDUCATION REBATE PROGRAM

Sony is pleased to extend the Projector and Public Display rebate program for eligible product sold to the Education market through the 4th QTR of FY 2007.

Sony's projectors and public displays have aggressive suggested education prices to meet even the tightest of school budgets through the education rebates extended to you.

Receive a rebate of approximately 5% for sales of eligible products sold to Higher Education and K-12 customers (see the attached product/rebate schedule). Once the education sale is made, the Reseller can claim the rebate quickly and easily on the MANAGE YOUR MONEY claim website.

SONY Q4 EDUCATION REBATE PROGRAM
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PUBLIC DISPLAY MODELS	ESTIMATED STREET PRICE	REBATE EFFECTIVE 10/01/2007	REBATE EFFECTIVE 01/01/2008	SUGGESTED EDUCATION PRICE
FWD-32LX2F/S, /B	\$1,299.95	\$70.00	\$70.00	\$1,229.95
FWD-40LX2F/S, /B	\$1,999.95	\$100.00	\$100.00	\$1,899.95
KLH-W26	\$1,099.95	\$50.00	\$50.00	\$1,049.95
KLH-W32	\$1,349.95	\$60.00	\$60.00	\$1,289.95
FWD-50PX3/S, /B	\$2,499.95	\$100.00	\$100.00	\$2,399.95
GXD-L52H1	\$4,999.00	NA	\$100.00	\$4,899.00
VSP-NS7	\$1,799.00	NA	\$100.00	\$1,699.00
ICS-FW40D	\$999.00	NA	\$50.00	\$949.00
BKM-FW50	\$599.00	NA	\$50.00	\$549.00
PROJECTOR MODELS	ESTIMATED STREET PRICE	REBATE EFFECTIVE 10/01/2007	REBATE EFFECTIVE 01/01/2008	SUGGESTED EDUCATION PRICE
VPL-ES4	\$699.00	30.00	\$30.00	\$669.00
VPL-EX4	\$799.00	40.00	\$40.00	\$759.00
VPL-CS21	\$999.00	50.00	\$50.00	\$949.00
VPL-CX21	\$1,199.00	60.00	\$60.00	\$1,139.00
VPL-CX76	\$1,899.00	\$100.00	\$100.00	\$1,799.00
VPL-CX100	\$1,399.00	\$70.00	\$70.00	\$1,329.00
VPL-CX120	\$1,599.00	\$80.00	\$80.00	\$1,519.00
VPL-CX125	\$1,899.00	\$100.00	\$100.00	\$1,799.00
VPL-CX150	\$1,899.00	\$100.00	\$100.00	\$1,799.00
VPL-CX155	\$2,199.00	\$110.00	\$110.00	\$2,089.00
VPL-CX86	\$2,299.00	\$120.00	\$120.00	\$2,179.00
VPL-CW125	\$2,499.00	\$120.00	\$120.00	\$2,379.00
VPL-FE40	\$4,999.00	\$250.00	\$250.00	\$4,749.00
VPL-FE40L	\$4,799.00	\$250.00	\$250.00	\$4,549.00
VPL-FX40	\$3,699.00	\$180.00	\$180.00	\$3,519.00
VPL-FX40L	\$3,499.00	\$180.00	\$180.00	\$3,319.00
VPL-FX52	\$7,299.00	\$350.00	\$350.00	\$6,949.00
VPL-FX52L	\$6,899.00	\$350.00	\$350.00	\$6,549.00
VPL-FW300L	\$27,000.00	NA	\$1,000.00	\$26,000.00
VPL-FH300L	\$40,000.00	NA	\$1,500.00	\$38,500.00

TERMS AND CONDITIONS:

Promotion Period:	December 27, 2007, through March 26, 2008
Promotion Description:	Resellers will receive a rebate (see attached Product Rebate Schedule) on select Sony products they sell, ship and invoice to Educational end user customers during the program period, subject to backorders of products ordered by Resellers from Sony.
Eligible Models:	See product schedule for eligible Projector and Public Display products. Accessories are not eligible for this promotion. Products sold by Sony to Reseller's on Sony's One Shot sales form are excluded.
Backorder/Future Order:	Only orders shipped and invoiced during the promotion period qualify for this promotion.
Inventory:	Only "A" stock inventory is eligible.
Product Eligibility:	Resellers may only claim a rebate for eligible products they are authorized to sell under their current Sony Reseller Agreement.
Claim Process:	<p>An Education Rebate Claim form must be completed on-line at www.sony.com/manageyourmoney</p> <p>The MANAGE YOUR MONEY claim procedure is a four step process:</p> <ol style="list-style-type: none"> 1. The Reseller should go to www.sony.com/manageyourmoney 2. The Reseller should select which promotion they are submitting the claim for. 3. The Reseller should enter their claim on-line at MANAGE YOUR MONEY 4. The Reseller must send in a copy of the completed claim form and invoice to the end-user with serial number information to: Sony MANAGE YOUR MONEY Rewards Headquarters PO BOX 42012, Hazelwood, MO, 63042-2012 Or by fax: 1-800-957-2778
Submission Deadlines:	All claims for the selected promotion must be submitted by the Reseller on-line @ www.sony.com/manageyourmoney within 30 days of the end of the promotion period.
Paperwork Deadline:	All backup paperwork for claims must be received by the Sony MANAGE YOUR MONEY HQ no later than 30 days after the on-line claim submission deadline. Any claim that does not have the required backup paperwork received by the Sony MANAGE YOUR MONEY Rewards HQ by this date will be rejected.
Claim Dispute:	Disputed claims must be resolved within 60 days of the submission deadline. To dispute a claim, the Reseller should call the toll free number provided on the website (1-800-462-7377). All questions or interpretation of the terms and conditions of this promotion shall be decided by Sony.
Claim Payment:	The payment will be in the form of a credit to the Reseller's account. The Reseller should allow 30-45 days from the date that Sony MANAGE YOUR MONEY HQ receives the completed claim form and all required backup paperwork for payment.
Mixing of Promotions:	This promotion may be combined with other promotions.
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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