



DATE: OCTOBER 1, 2007 07-0084 **REVISED**  
TO: LCD PROJECTOR AND PUBLIC DISPLAY PRODUCTS RESELLERS  
FROM: MARK BONIFACIO  
PROMOTION: HEAVY REWARD PROGRAM

The Professional Display Marketing Group would like to welcome you to the new LCD Projector and Public Display Products Reseller agreement for FY07. Sony has made the decision to focus on a select set of resellers to grow our business in these two product categories during FY07 and has decided to make an investment in you. Each of you has been chosen based on a combination of expertise, regional coverage, past sales history and potential for exceptional growth with the Sony Display product line. We would like to offer you the tools to grow with Sony, and reward you for your growth throughout the fiscal year.

As one of the few chosen resellers for this product line, you have agreed to an MPR of \$250,000 of Public Display and LCD Projectors during the fiscal year. In return we are also offering you the following benefits as we start the year:

LCD Projector and Public Display Products Resellers  
Benefits include:

- Stock Rotation
  - At the end of each fiscal quarter, you will have the ability to return up to 10% of the net invoice price of Business Projectors and Public Displays products purchases you made during the immediately preceding 3 month period based on the following guidelines:
    - Submission of a stock rotation request form by the 15<sup>th</sup> day of month following the quarter end (July 15, October 15, January 15, April 15)
    - Only unopened new and unused "A" stock may be returned
    - Products being returned were purchased and paid for during the previous six (6) month period
    - Stock rotation request form must be accompanied by a new purchase order of equal or greater value to the stock rotation request
  - A stock rotation form will be distributed prior to June 1 and must be completed in full and submitted as indicated by the deadlines indicated above
- Prominent Web Listing on [www.sony.com/professional](http://www.sony.com/professional) website for LCD Projectors and Public Display
- Plaque identifying your company as a Preferred Reseller of Sony LCD Projectors and Public Display products

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- Training Programs and Materials
  - Access to Sony's Sales Support Engineers (SSE's) and HQ Marketing to host events such as, but not limited to:
    - Quarterly Training of your sales staff
    - Lunch and Learns with your customers
    - Sony support at Dealer showcases
  - Hard-Copy product binders which will include:
    - Price Sheets
    - Spec Sheets and/or Brochures
    - Sales Presentations
    - Technical Documents

In to addition the above mentioned benefits, we would like to further reward your company as your business grows its Sony LCD Projectors and Public Display Products business. For FY07, we are setting the following target levels in order to allow you to step up to "Gold" or "Platinum" level. Each of these levels will provide you with additional benefits.

**TARGETS:**

<u>LEVEL</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Full Year</u>
Gold	\$125K	\$250K	\$375K	\$500K
Platinum	\$375K	\$750K	\$1,125K	\$1.5M

If during any quarter, you achieve the quarterly target in total combined net purchases of LCD Projectors and Public Display main models and accessories, you will automatically be elevated to the "Gold" or "Platinum" level for the balance of the fiscal year. For example, if by May 15 you have already purchased \$125K of LCD Projectors and Public Display products, you will automatically be elevated to Gold Level. Then, if during the month of October (Q3), you exceed the \$1,125K level, you will be elevated to Platinum level.

The added benefits for each level are as follows:

**GOLD LEVEL BENEFITS**

In addition to the base level benefits mentioned above, you will receive the following.

- Complimentary 32-inch Public Display LCD along with a BKM-FW50 Signage card, **VPL-CX120 LCD Projector** or a **VPL-CW125 LCD Projector** to further help you promote sales of Sony product. Product is subject to substitution by Sony based on available product at the time
- Additional Sony Select Points. Get 25% more points for every dollar purchased of Sony LCD Projector and Public Display product purchase over the balance of the fiscal year (once you achieve Gold level)
- Eligibility for additional Market Development Funds.
- Plaque identifying your company as a GOLD level LCD Projector and Public Display Products Reseller
- A more prominent web listing on the Sony website (i.e.: Platinum Level resellers will be listed at the top under a Platinum category, followed by GOLD level resellers under a GOLD category, followed by all other resellers in this program)

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**PLATINUM LEVEL BENEFITS**

In addition to the base level benefits, and Gold level benefits mentioned above, the following additional benefits or enhancements to the above benefits will be offered:

- Additional discount for quick pay. Instead of 2% discount for payment within 30 days of invoice, you will received a **3% discount** for payment within 30 days of invoice
- Plaque identifying your company as a **PLATINUM** level LCD Projector and Public Display Products Reseller
- A more prominent web listing on the Sony website (i.e.: **PLATINUM** Level resellers will be listed at the top under a **PLATINUM** category)
- Additional Sony Select Points. You will receive **50% more** points for every dollar purchased of Sony LCD Projector and Public Display over the balance of the fiscal year (once you achieve Platinum Level). This reward replaces the 25% more points you received as a Gold Level reseller

We are excited about the new fiscal year, and look forward to increasing sales for both your company and Sony. We believe we are providing the programs and the incentives to drive growth in the LCD Projector and Public Display products categories.

**TERMS AND CONDITIONS**

Promotion Period:	April 1, 2007 through March 31, 2008. Eligible products must be ordered, credit cleared, and shipped during the promotion period.
Models/Pricing:	LCD Projector and Public Display Main Models and Accessories qualify.
Backorder/Future Order:	Back-order and future orders do not count toward quarterly achievement targets.
Mixing of Promotions:	Mixing of promotions is allowed.
Quantity:	No limit on quantity purchases of any model in the LCD Projector or Public Display categories.
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!

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Broadcast and Business Solutions Company

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