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DATE: MARCH 10, 2014 **13-0004 UPDATE**

TO: PREMIER CINEALTA 4K RESELLERS

FROM: MAUREEN HALL

PROMOTION: 2013 PREMIER CINEALTA 4K XL RESELLER PROGRAM **UPDATE**

TYPE: XL PROGRAM/REBATE

The SCL-PK6/F and SCL-PK3/F lens kits have been removed from the 2013 Premier CineAlta 4K XL Reseller Program as of March 10, 2014. Resellers may claim the 6% POS rebate for SCL-PK6/F and SCL-PK3/F for sales on or before March 10, 2014.

Sony is pleased to announce the 2013 Premier CineAlta 4K XL Program (the "Program") for the PMW-F5 CineAlta 4K PMW Series HD Camcorder, the PMW-F55 CineAlta 4K PMW Series HD Camcorder, AXS-R5 2K/4K RAW Recorder, AXS-CR1 Card Reader, AXS-512S24 Memory Card, DVF-EL100 OLED color viewfinder, DVF-L350 LCD color viewfinder, SCL-PK6/F Sony PL Mount Prime 6 lens kit, SCL-PK3/F Sony PL Mount Prime 3 lens kit, PMW-F5DCLCD and PMW-F5DEL.

All Premier CineAlta 4K Resellers are eligible to participate, if they choose, in this Program for Premier CineAlta 4K Products and accessories (XL models listed on PAGE FOUR). In order to participate, you need to complete and return the Program Product Specialist form (attached) and purchase a demo unit of the F55DEMOPAC, **PMW-F5DCLCD**, or **PMW-F5DEL** by no later than November 30, 2013 (see page FIVE for demo details/requirements). Resellers who have previously participated in the Premier CineAlta 4K XL Program can purchase demo units between October 15, 2013 and November 30, 2013 and do not need to resubmit a Program Product Specialist form unless their list of Specialists needs to be updated (please forward to your Sony Account Manager).

The Premier CineAlta 4K XL Program is designed to support the participating Reseller's (hereafter Premier CineAlta 4K XL Reseller) expertise in providing a deep and thorough explanation to customers who are in need of understanding the technology and workflow of the Premier CineAlta 4K products. The Program will enable the Premier CineAlta 4K Resellers to promote the technology from Sony both competitively and competently.

PROGRAM BENEFITS TO XL RESELLERS:

1. Sony will provide Premier CineAlta 4K Product Training to Premier CineAlta 4K XL Reseller assigned Specialist(s). Up to five (5) Premier CineAlta 4K Specialists can be assigned by any Premier CineAlta 4K XL Reseller.
2. Premier CineAlta 4K XL Resellers can purchase demo packages of F55DEMOPAC, **PMW-F5DLCD**, **PMW-F5DEL**, and SCL-PK6/F at a special package price between October 15, 2013 and November 30, 2013. Premier CineAlta 4K XL Resellers are allowed to purchase that number of demo packages up to the number of Premier CineAlta 4K Specialists it has registered with Sony, not in excess of five (5). Please see page SIX for demo details/requirements.
3. A Point of Sale (POS) rebate of 6% of applicable Published Dealer 1 price per unit will be offered to Premier CineAlta 4K XL Resellers providing POS information for product, which includes serial number, end user contact information, and invoice number for every PMW-F5, PMW-F55, DVF-EL100, DVF-L350, SCL-PK6/F, SCL-PK3/F, AXS-R5, AXS-CR1, AXS-512S24, AXS-A512S24, AXS-A1TS24, PMW-F5KCLCD, PMW-F5KCEL, HXR-IFR5, **PMW-F5DLCD** and **PMW-F5DEL** sold. Please see PAGES SEVEN AND EIGHT for Rebate details.
4. Potential end users, shows and events hosted by Sony will be directed to www.sony.com/35mm where **Premier CineAlta 4K XL Resellers** names and contact information will appear.
5. Ads, mailers and eblast newsletters from Sony will direct end users to www.sony.com/35mm where **Premier CineAlta 4K XL Resellers** names and contact information will appear.

KEY REQUIREMENTS OF PREMIER CINEALTA 4K XL RESELLERS:

1. Premier CineAlta 4K XL Resellers must have qualified in-house specialists to perform pre-sale product demonstrations and be able to proficiently explain the benefits of the PMW-F5/F55 camera system and its file-based workflows.
2. Premier CineAlta 4K XL Resellers must be experienced in selling and/or renting lenses designed for 35mm imager SLRs, Interchangeable-Lens Compact cameras (ILCs) and PL mount cameras.
3. Premier CineAlta 4K XL Resellers must be experienced in selling and/or renting accessories for 35mm imager digital cinema cameras, and camcorders. This includes, but is not limited to, lens adapters, grip equipment filters, matte box, follow focus, lighting, and solid state memory.
4. Premier CineAlta 4K XL Resellers must provide post-sale operator instruction and training on the PMW-F5/F55 camera system and editing workflow, when requested from the end user. These functions must be performed by a registered Premier CineAlta 4K Product Specialist and cannot be outsourced to a Third Party or to Sony, unless approved by Sony. Sony will be providing a contact list of approved "Super Users" to facilitate additional training or workflow assistance.
5. Sony will provide certification training to Premier CineAlta Product Specialists, at no additional cost, for their initial training at the Sony Digital Motion Picture Center in Culver City CA (Travel and Expenses to be covered by the Premier CineAlta 4K XL Reseller). Sony will inform the Premier CineAlta 4K XL Resellers of the dates that certification training will take place. All Premier CineAlta 4K XL Resellers must submit a copy of the Sony certificate of successful completion of training to their Sony Account Manager. Certification qualifies the reseller for subsequent training sessions that may be offered by Sony on a fee basis at a rate determined by Sony. This training may be held at the Digital Motion Picture Center or at the Premier CineAlta 4K XL Reseller's primary selling location at the discretion of Sony.
6. Premier CineAlta 4K XL Resellers are required to maintain a comprehensive web site and social media presence with content and activities including:
 - a. Reviews, blogs, product information, user testimonials, and training videos on the Premier CineAlta 4K products
 - b. Consistent outreach on Twitter and Facebook in promoting Premier CineAlta 4K products
 - c. Retransmission of information regarding new programs, promotions, software and new product announcements for Premier CineAlta 4K products.
7. Premier CineAlta 4K XL Resellers must plan and host a minimum of two (2) end user events per quarter between September 26, 2013 and March 26, 2014. Qualifying events are: screenings for more than 10 customers, operational training for groups of more than five (5) customers at a time on the F55/F5, a workflow event hosted by a recognized CineAlta workflow 3rd party company, and/or an event agreed to with Sony PSA Marketing and Sales (four (4) events between September 26, 2013 and March 26, 2014). **These events must be approved in advance by the Peter Crithary of Sony CineAlta Marketing HQ (Peter.Crithary@am.sony.com).**

KEY REQUIREMENTS OF PROGRAM:

- A. Premier CineAlta 4K XL Resellers must purchase Premier CineAlta 4K products only from Sony Electronics Inc. (US).
- B. Premier CineAlta 4K XL Resellers must own a demo unit of the F55DEMOPAC or F5DEMOPAC or F5DEMOPAC1 or PMW-F5DLCD or PMW-F5DEL.
- C. package and have it available for demo from the Program's inception. Product demo and presentations for sales activities must always be performed by the Specialist and cannot be outsourced to a Third Party or to Sony unless approved by Sony.
- D. **Premier CineAlta 4K XL Resellers are required to purchase at least one Sony PMW-F55, PMW-F5, and/or PMW-F5 camera packages (demo units are excluded) every 90 days, commencing November 1, 2013. Failure to do so will result in violation of the 2013 Premier CineAlta 4K XL Program.**
- E. Premier CineAlta 4K XL Resellers can assign up to five (5), but must assign at least one (1) Certified Premier CineAlta 4K Product Specialist in their organization. Premier CineAlta 4K XL Resellers must provide post-sale operator instruction and training on the Premier CineAlta 4K systems, editing and workflow when requested from the end user. These functions must be performed by a registered Premier CineAlta 4K Product Specialist and cannot be outsourced to a Third Party or to Sony, unless approved by Sony. Sony will be providing a contact list of approved "Super Users" to facilitate additional training or workflow assistance.

KEY REQUIREMENTS OF PROGRAM (CONTINUED):

- F. Premier CineAlta 4K XL Resellers who choose to participate in this program may advertise, sell and invoice Premier CineAlta 4K products only at the “Program Selling Price” or higher. Premier CineAlta 4K XL Reseller **MUST NOT** solicit customers to contact them for pricing. Luring customers to “contact for pricing” implies a willingness to offer something other than the Program Selling Price. Anything other than providing the Program Selling Price is in violation of the program. This includes, but is not limited to email, phone call, direct mail and websites. For example, Premier CineAlta 4K XL Resellers may not invite online customers to “check here for pricing” because this implies a willingness to offer something other than the Program Selling Price.
- G. Program Selling Price for each advertised Premier CineAlta 4K product must be clearly listed in any XL product advertisement, including but not limited to, email blasts, web advertisements (e.g., Reseller eCommerce sites, Google ads, direct mail, catalogs, banner ads, etc.) Failure to properly display Program Selling Price shall constitute a violation of the Premier CineAlta 4K XL Reseller Program.
- H. Premier CineAlta 4K XL Resellers must itemize Premier CineAlta 4K products in advertisements, when offered for sale, and for invoicing. Special bundling or packaged pricing is prohibited. The Premier CineAlta 4K products must only be advertised, offered for sale, and invoiced as standalone items. Hiding the Premier CineAlta 4K products price by bundling or packaging other products is prohibited. The only exception is when Sony is running special promotional packages including Premier CineAlta 4K products.
- I. Sales or advertisements on eBay or other “auction” sites is not prohibited as long as the XL Product is being advertised at the Program Selling Price and there is no way for a buyer to purchase the XL Product at a price below the Program Selling Price. For example, eBay’s “Buy It Now” feature that does not include an auction process.
- J. Premier CineAlta 4K XL Resellers must plan and host a minimum of two (2) end user events per quarter between September 26, 2013 and March 26, 2014. Qualifying events are: screenings for more than 10 customers, operational training for groups of more than five (5) customers at a time on the F55/F5, a workflow event hosted by a recognized CineAlta workflow 3rd party company, and/or an event agreed to with Sony PSA Marketing and Sales (four (4) events between September 26, 2013 and March 26, 2014). **These events must be approved in advance by the CineAlta Marketing Manager (Peter Crithary) (Peter.Crithary@am.sony.com)**
- K. Premier CineAlta 4K XL Resellers may only sell Premier CineAlta 4K products to end users in the continental United States and Alaska, excluding Hawaii and U.S. territories.

PREMIER CINEALTA 4K MODELS & PRICING:

Type of Program:		2013 Premier CineAlta 4K XL Reseller Program		
Program Period:		March 27, 2013 through March 26, 2014		
Eligible Product	FET	Suggested List Price per unit	Reseller Price	Program Selling Price
PMW-F5	A	\$19,400.00	\$14,259.00	\$16,490.00
PMW-F5.B	B	\$19,400.00	\$12,833.10	\$14,841.00
PMW-F55	A	\$34,927.71	\$25,671.87	\$28,990.00
PMW-F55.B	B	\$34,927.71	\$23,104.68	\$26,091.00
PMWF5KCLCD	A	\$22,941.18	\$16,861.76	\$19,500.00
PMWF5KCEL	A	\$22,941.18	\$16,861.76	\$19,500.00
PMWF5DLCD	A	\$30,000.00	\$22,050.00	\$25,500.00
PMWF5DEL	A	\$31,529.41	\$23,174.12	\$26,800.00
AXS-512S24	A	\$2,117.65	\$1,556.47	\$1,800.00
AXS-512S24.B	B	\$2,117.65	\$1,400.82	\$1,620.00
AXS-CR1	A	\$662.65	\$487.05	\$550.00
AXS-CR1.B	B	\$662.65	\$438.34	\$495.00

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PREMIER CINEALTA 4K MODELS & PRICING (CONTINUED):

Type of Program:		2013 Premier CineAlta 4K XL Reseller Program		
Program Period:		March 27, 2013 through March 26, 2014		
Eligible Product	FET	Suggested List Price per unit	Reseller Price	Program Selling Price
AXS-A512S24	A	\$2,120.00	\$1,558.20	\$1,800.00
AXS-A512S24.B	B	\$2,120.00	\$1,402.38	\$1,620.00
AXS-A1TS24	A	\$4,280.00	\$3,145.80	\$3,600.00
AXS-A1TS24.B	B	\$4,280.00	\$2,831.22	\$3,240.00
AXS-R5	A	\$6,294.12	\$4,626.18	\$5,350.00
AXS-R5.B	B	\$6,294.12	\$4,163.56	\$4,815.00
DVF-EL100	A	\$5,800.00	\$4,263.00	\$4,930.00
DVF-EL100.B	B	\$5,800.00	\$3,836.70	\$4,437.00
DVF-L350	A	\$3,800.00	\$2,793.00	\$3,230.00
DVF-L350.B	B	\$3,800.00	\$2,513.70	\$2,907.00
HXR-IFR5	A	\$2,500.00	\$1,837.50	\$2,200.00
HXR-IFR5.B	B	\$2,500.00	\$1,653.75	\$1,980.00
SCL-PK6/F	A	\$24,588.24	\$18,072.36	Removed from the Program as of 03/10/14 \$20,900.00
SCL-PK6/F.B	B	\$24,588.24	\$16,265.12	Removed from the Program as of 03/10/14 \$18,810.00
SCL-PK3/F	A	\$13,529.41	\$9,944.12	Removed from the Program as of 03/10/14 \$11,500.00
SCL-PK3/F.B	B	\$13,529.41	\$8,949.70	Removed from the Program as of 03/10/14 \$10,350.00

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The integrity of the Premier CineAlta 4K XL Reseller Program is of utmost importance to Sony and a Premier CineAlta 4K XL Reseller's ability to offer and sell Premier CineAlta 4K products competitively in the marketplace.

Sony will closely monitor Premier CineAlta 4K XL Resellers' conduct in connection with the Premier CineAlta 4K XL Reseller Program requirements by taking the following actions, if needed.

- A. Sony may audit Premier CineAlta 4K XL Reseller's sales activity, to review both the selling price of Premier CineAlta 4K XL Reseller charges and the level of pre and post-sales support Premier CineAlta 4K XL Reseller has performed.
- B. Sony may audit and contact end users.
- C. Sony has impartial XL Reseller Program Integrity reviewer personnel who will handle all audits, complaints, and information concerning the Premier CineAlta 4K XL Reseller Program Integrity Policy. Any deviations from the Program Requirements that the Premier CineAlta 4K XL Reseller is aware of can be forwarded directly to XLintegrity@am.sony.com. Sony Account Managers and Marketing Managers have no authority to accept these reports or to report them to the XL Reseller Program Integrity reviewer.

Violation of Program Integrity Policy will lead to expulsion of the Premier CineAlta 4K XL Reseller from the PREMIER CINEALTA 4K XL RESELLER PROGRAM, in which event the Premier CineAlta 4K XL Reseller shall not be permitted to submit any new purchase order(s) for Premier CineAlta 4K Program products during the expulsion period and all existing backorders of Premier CineAlta 4K XL Program products will be cancelled by Sony. Also, Sony may offer to buy back existing inventory of Premier CineAlta 4K XL Program products from the Reseller. All decisions made by the XL Program Integrity reviewer are final, and non-negotiable.

SALE(S) OF 'USED EQUIPMENT'; DEMO UNITS:

Sony defines used equipment as product obtained by the reseller through customer return, customer trade in, or other means. 'Used equipment' is not refurbished by Sony, is not considered Sony B Stock and does not carry a manufacturer's warranty. **Please make special note that B stock equipment purchased by the Premier CineAlta 4K XL Reseller from Sony does not fall under the definition of used equipment.** Premier CineAlta 4K XL Resellers must adhere to all Premier CineAlta 4K program requirements for B stock product including advertising and selling price. Demo units that are purchased under the Premier CineAlta 4K XL Reseller Demo Program and sold to an end user at or above the B-stock Program Selling Price will be eligible for the 6% POS rebate, warranty, etc. If demo units are sold to an end user below the B-stock Program Selling Price, the requirements stated under the "Used Equipment" policy will apply.

Premier CineAlta 4K XL Program Policy for Used Equipment:

1. Used equipment may be advertised and sold at less than Premier CineAlta 4K XL Program selling price, however used equipment **must be** advertised in store, online, in print, and in other media as "**used equipment**" with "**no manufacturer's warranty**". Failure to properly advertise used Premier CineAlta 4K XL Program equipment shall be considered a violation of the Premier CineAlta 4K XL Reseller Program and grounds for expulsion from Premier CineAlta 4K XL Reseller Program.
2. Used equipment purchases or sales **do not** qualify for any programs or promotions, including the 6% POS rebate and/or any end user incentives offered by Sony. Sony will not accept any claims under the 6% POS rebate program where the product claimed was invoiced under Premier CineAlta 4K XL Program Selling Price.

PREMIER CINEALTA 4K XL DEMO PROGRAM:

Demo Program Period:	October 15, 2013 through November 30, 2013
Type of Promotion:	Discount for product used for demonstration
Eligible Resellers:	Reseller must be a currently participating Premier CineAlta 4K XL Reseller to participate in the FY13 Premier CineAlta 4K XL Demo Program
Eligible Models:	A-stock models only, F55DEMOPAC, PMW-F5DEL, PMW-F5DLCD
Quantity/Demo Pricing:	<ul style="list-style-type: none"> • Premier CineAlta 4K XL Resellers are allowed to purchase the number of demo units of F55DEMOPAC, SCL-PK6/F, PMW-F5DEL, and PMW-F5DLCD up to the number of Premier CineAlta 4K Product Specialists it has registered with Sony, not in excess of five (5) for each model. Premier CineAlta 4K XL Resellers are required to own a demo unit of F55DEMOPAC or F5DEMOPAC or F5DEMOPAC1 or PMW-F5DEL or PMW-F5DLCD. • 6% off Dealer 1 pricing for F55DEMOPAC, PMW-F5DEL, PMW-F5DLCD <ul style="list-style-type: none"> • F55DEMOPAC consists of: PMW-F55 camcorder, DVF-EL100 OLED VF, AXS-R5 recorder, AXS-CR1 card reader and AXS-512S24 (2) 512Mb memory cards • PMW-F5DEL consists of: PMW-F5 camera head, DVF-EL100 OLED VF, Optitek CPL-i FZ to EF lens adaptor, Sony LA-FZB1 FZ to B4 lens adaptor, ECM-680S mic package, Rycote Universal Shock Mount, MDR-7520 headphones, BCL-90 battery charger, BPF-L75 FL battery, SBS32G1A Pro 32GB SxS card, SBACUS20 SxS USB memory card reader/writer, VCT-FSA5 shoulder mount, and LC-F55CZ hard case. • PMW-F5DLCD consists of: PMW-F5 camera head, DVF-L350 LCD VF, Optitek CPL-i FZ to EF lens adaptor, Sony LA-FZB1 to B4 lens adaptor, ECM-680S mic package, Rycote Universal Shock Mount, MDR-7520 headphones, BCL-90 battery charger, BPF-L75 FL battery, SBS32G1A Pro 32GB SxS card, SBACUS20 SxS USB memory card reader/writer, VCT-FSA5 shoulder mount, & LC-F55CZ hard case. • Premier CineAlta 4K XL Resellers are strongly encouraged to have a BVM Series OLED demo unit or the PVM-X300 4K monitor for proper demonstration of the PMW-F series products and related workflows. If you do not currently have a BVM series monitor or wish to purchase a demo PVM-X300 monitor please contact your Sony account manager for pricing and availability.
Backorder/Future Order:	Orders must be placed, credit cleared and shipped during the applicable purchase period subject to backorder. Sony will make every reasonable effort to quickly fill the orders. Orders will be filled and shipped on a first come, first served basis. All backorders will be filled with no time limit. No future orders will be accepted.
Requirements:	<p>The attached 2013 Premier CineAlta 4K XL Demo Program form should be completed & submitted to the Premier CineAlta 4K XL Reseller's Sony Account Manager. Purchase orders should clearly identify the order as being part of the "2013 Premier CineAlta 4K XL Reseller Demo Program." Orders for the products must be placed from October 15, 2013 through November 30, 2013. Demo product must remain on display and be demonstrated for a minimum of six (6) months.</p> <p>The purchase order must be for Premier CineAlta 4K XL Demo Program product only.</p> <p>Orders cannot be entered through the Sony ExpressNet™ system; they must be entered by Reseller's Customer Service Support Representative.</p>

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POINT OF SALE REBATE:

Type of Promotion:	POS REBATE		
Promotion Period:	March 27, 2013 through March 26, 2014		
Eligible Models	Inventory Class	Qty	Reseller Rebate per unit % of applicable Published Dealer 1 Price
PMW-F55	A & B stock	1	6%
PMW-F5			
PMWF5KCLCD (A-stock only)			
PMWF5KCEL (A-stock only)			
PMWF5DLCD (A-stock only)			
PMWF5DEL (A-stock only)			
AXS-R5			
AXS-CR1			
AXS-512S24			
AXS-A512S24			
AXS-A1TS24			
DVF-EL100			
DVF-L350			
HXR-IFR5			
SCL-PK6/F*			
SCL-PK3/F*			

* Resellers may claim the 6% POS rebate for SCL-PK6/F and SCL-PK3/F for sales on or before March 10, 2014.

POS REBATE TERMS AND CONDITIONS:

Promotion Period:	March 27, 2013 through March 26, 2014
Models/Pricing:	Models are listed on page SEVEN of this bulletin
Backorder/Future Order:	Only orders shipped and invoiced by Premier CineAlta 4K XL Reseller during the promotion period qualify.
Promotion Period:	March 27, 2013 through March 26, 2014
Models/Pricing:	Models are listed on page SEVEN of this bulletin
Backorder/Future Order:	Only orders shipped and invoiced by Premier CineAlta 4K XL Reseller during the promotion period qualify.
Eligible Sales:	Only sales to end user customers are eligible. Sales/purchases from reseller to reseller, distributors to reseller or to non-end-users are not eligible. Sales to business units affiliated with the reseller's company are not eligible. Sony reserves the right to reject claims regarding sales that it deems are sales other than to end user customers.
Quantity:	There is no minimum quantity requirement to participate in this rebate program

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POS REBATE TERMS AND CONDITIONS (CONTINUED):

Quantity:	There is no minimum quantity requirement to participate in this rebate program
Claim Process:	<p>To enter a claim, the Reseller must follow these steps:</p> <ol style="list-style-type: none"> 1. Go to www.sony.com/yourprogramconnection. 2. Find this Bulletin name under “Claim” then click on the program link 3. Complete the online claim form and hit the “Submit” button to process the submission. The processed claim should now have a claim number and will appear on the home page in the claim summary. If the claim has been rejected, refer to “Claim Dispute” below. 4. Print a copy of the Claim Confirmation Page and send it with a copy of the original sales invoice. Backup paperwork must be submitted via one of the following methods: <ul style="list-style-type: none"> • Upload the documentation to the Program Connection website. • Fax to: 1.888.437.1923 • Mail to: <p style="text-align: center;">Your Sony Program Connection Reward Headquarters PO BOX 42012 Hazelwood, MO, 63042-2012</p>
Submission Deadlines:	All claims for the selected promotion must be submitted by the Reseller online @ www.sony.com/yourprogramconnection within 30 days of the end of the promotion period.
Paperwork Deadline:	All backup paperwork for claims must be received by the Sony Your Program Connection Reward Headquarters no later than 30 days after the online claim submission deadline. If backup for a claim is not received by Program Headquarters by this date, the claim will be rejected and no rebate will be awarded
Audit	Sony has the right to audit all claims. Sony may require Premier CineAlta 4K XL Reseller to provide invoices and proof that services were rendered. Failure to provide requested information upon request will result in a debit to the reseller’s account.
Claim Dispute:	Any claims that are denied that Premier CineAlta 4K XL Reseller may want to dispute must be resolved no later than 60 days beyond the submission deadline. To dispute a claim, the Reseller should call the toll free number provided on the website of 1-866-562-0806. In the event of any questions or interpretation of the terms and conditions of this promotion, the decision of Sony will be final.
Claim Payment:	The payment will be in the form of a credit to the Reseller’s account. The Reseller should allow 30-45 days for payment from the date that Your Sony Program Connection HQ receives the claim online.
Mixing of Promotions:	This promotion may be mixed with other promotions, except for other XL Reseller Programs/Promotions.

Sony may change or cancel this program at any time.

Thank you for your continued support, and Good Selling!

Maureen Hall
 Channel Development Manager, MOSI
 Professional Solutions of America
 Sony Electronics, Inc.



**2013 PREMIER CINEALTA 4K XL Program Product Specialist Form
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TO BE COMPLETED BY RESELLER (SUBMIT TO SONY REGIONAL MANAGER BY **November 30, 2013**)

Please provide no more than five (5) Premier CineAlta 4K Product Specialists:

Premier CineAlta 4K Product Specialist (first name/last name)	Daytime Phone	Email

Reseller Principal Signature **Print Name**

Reseller Name **Address** **Phone#**

TO BE SIGNED BY SONY REGIONAL MANAGER FOR PROGRAM ENROLLMENT TO BE VALID

Sony Regional Manager Signature / Date

cc: Sony Account Manager
cc: Maureen Hall, Channel Development Manager, Channel Sales

