



DATE: JANUARY 1, 2008 07-0641

TO: PROJECTOR PRODUCTS DISTRIBUTORS
FLAT PANEL DISTRIBUTORS

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PROMOTIONS SPIFF: SPIFFS ON PROJECTORS AND PUBLIC DISPLAY MONITORS FOR 3RD PARTY RESELLERS

*3rd PARTY RESELLER SPIFFs
TURN IT ON*

Sony is pleased to announce the Q4 BIG DISPLAY SPIFF Program. 3rd Party Reseller salespeople can receive BIG rewards from Sony for selling eligible Business Projectors and Public Display Monitors to end-users between January 1, 2008 and March 31, 2008. Please review the table below for NEW eligible models and even greater rewards as compared to the Q3 program.

Promotion Period:		January 1, 2008, through March 31, 2008
Type of Promotion:		3 rd PARTY RESELLER SPIFF FY07 Q4
ELIGIBLE PRODUCTS	INVENTORY CLASS	BIG Q4 SPIFF REWARDS
KLH-W26	"A"	\$50.00
KLH-W32	"A"	\$50.00
KLH-W26/S	"A"	\$50.00
KLH-W26/ST	"A"	\$50.00
KLH-W32/S	"A"	\$50.00
KLH-W32/ST	"A"	\$50.00
FWD-32LX2F/B /S	"A"	\$50.00
FWD-40LX2F/B /S	"A"	\$50.00
FWD-50PX3/B /S	"A"	\$50.00
GXD-L52H1	"A"	\$100.00
VSP-NS7	"A"	\$100.00
ICS-FW40D	"A"	\$50.00
BKM-FW50	"A"	\$50.00
VPL-CX86	"A"	\$25.00
VPL-CX125	"A"	\$25.00
VPL-CX150	"A"	\$25.00
VPL-CX155	"A"	\$25.00
VPL-CW125	"A"	\$25.00

SONY DISPLAY 3RD PARTY RESELLER SPIFF PROMOTION
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TERMS AND CONDITIONS:

Promotion Period:	January 1, 2008, through March 31, 2008
Name of Promotion:	Sony Display 3 rd Party Reseller SPIFF Promotion <i>TURN IT ON</i>
Promotion Description:	3 rd Party Reseller salespeople can receive a <i>TURN IT ON</i> SPIFF payment from Sony for selling to end users eligible products that have been invoiced and shipped by the Reseller during the promotion period. Employees of CDW, PC Connection, PC Mall, Insight, Best Buy for Business and Zones are not eligible to participate.
Eligible Products:	See products listed on previous page.
Inventory:	Only "A" stock inventory is eligible.
Eligible Sales:	Only sales to end users are eligible. Sales to other resellers, or distributors or non-end users are not eligible. Sony reserves the right to reject claims regarding sales that it deems are sales other than to an end-user. SPIFF claims submitted by 3rd party resellers for sales to end-users outside of the continental United States will not be honored.
SPIFF Claim Process:	<p>The <i>TURN IT ON</i> SPIFF claim procedure is a two step process:</p> <ol style="list-style-type: none"> 1. The 3rd Party Reseller salesperson must enter their claim on-line at <i>SONY TURN IT ON</i> Rewards Headquarters. All required fields on the site must be completed. 2. The 3rd Party Reseller salesperson must send a copy of the completed claim form and a copy of the end user sales invoice for the eligible product. <p style="text-align: center;">SPIFF CLAIMS WILL NOT BE PROCESSED UNTIL THE BACKUP PAPERWORK HAS BEEN SUBMITTED TO THE <i>SONY TURN IT ON</i> REWARDS HEADQUARTERS.</p>
To Enter a Claim:	<p>The 3rd Party Reseller salesperson should go to www.sony.com/turniton, enroll themselves if they have not already done so, complete the online claim form and hit the "Submit" button to process the claim. The processed claim should now have a claim number. If the salesperson's claim has been rejected, they should refer to "Claim Dispute" below. The salesperson should print out a copy of the completed claim form and send it along with a copy of the original sales invoice. The salesperson can either fax the backup paperwork to 1-800-811-1851 or send by mail to:</p> <p style="text-align: center;"><i>Turn IT On</i> Rewards Headquarters PO Box 42012 Hazelwood, MO 63042-2012</p>
Submission Deadline:	All claims for SPIFFs must be submitted on line @ www.sony.com/turniton within 30 days of the end of the promotion period (April 30, 2008)

TERMS AND CONDITIONS (Continued):

Paperwork Deadline:	All backup paperwork for claims must be received by the SONY TURN IT ON HQ no later than 15 days after the on-line claim submission deadline, MAY 15, 2008 . All claims that do not have the required backup received by the SONY TURN IT ON Rewards HQ by this date will be rejected.
Claim Dispute:	Disputes for rejected claims must be submitted by the 3 rd Party Reseller salesperson within 30 days of date of claim rejection. To dispute a claim, the salesperson should call the toll free number provided on the website (800-866-7928). In the event of any questions or interpretation of the terms and conditions listed in this promotion, the decision of Sony will be final.
Spiff/Claim Payment:	All Sony Turn IT On claim payouts will be loaded to the 3 rd Party Reseller salesperson's Sony Turn IT On VISA Debit Card AS SOON AS THEY ARE APPROVED at Program Headquarters. The Sony Turn IT On VISA Debit card will be issued in the name of the salesperson on the Sony Turn IT On Account. To review all the terms and conditions of the VISA Debit Card and to determine available balances, the salesperson should go to www.rewardsdetail.com . Sony is not responsible for lost VISA Debit Cards or for VISA's actions or failures to act in connection with the use of the card and the administration of the card program. *PAYEE WILL BE RESPONSIBLE FOR ALL TAXES
Mixing of Promotions:	This promotion may be mixed with other promotions unless otherwise indicated.
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!

John Holmes- Public Display Marketing Manager
 Professional Display Group
 Sony Broadcast & Business Solutions Company

Jay Chung - Projector Marketing Manager
 Professional Display Group
 Sony Broadcast & Business Solutions Company

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