




End User Rebate

DATE: JANUARY 1, 2008 07-0279-**UPDATED**

TO: PUBLIC DISPLAY RESELLERS
 PRO-AV DISTRIBUTORS
 B2B AV/IT DISTRIBUTORS
 DIRECT ACCOUNT MANAGERS

FROM: JOHN HOLMES

PROMOTION- END USER: SIMPLE SIGNAGE VEGAS PROMO - **EXTENDED TILL MARCH 31, 2008**

Simple Signage met a pie man, going to the fair, says the pie man to Simple Signage, "Can you help me sell my wares?" And so the story goes. There is arguably nothing more effective than Sony Simple Signage when it comes to affecting consumer behavior at retail. What is Sony's Simple Signage? Well it consists of an LCD Display and a BKM-FW50 card. The time spent waiting in lines can be made entertaining. Simple Signage can be consultative, giving consumers advice on services, opportunities, and behavior that will enhance their shopping experiences or even enrich their lives.

Get in to selling Sony Simple Signage today, and to help your customers be effective when they purchase a Sony Simple Signage we're giving them a copy of VEGAS® Content Creation Software at no additional charge. VEGAS is a truly remarkable video editing program that allows a user to drop a large variety of still image file formats on a time line with a large variety of video file formats to create eye popping Simple Signage. It's easy. It's powerful. And now it's available at no additional charge.

END USER REBATE:	END USERS CAN RECEIVE SONY VEGAS CONTENT CREATION SOFTWARE WHEN THEY PURCHASE SONY SIMPLE SIGNAGE COMPONENTS DURING THE PROMOTION PERIOD.
PROMOTION PERIOD:	JULY 1, 2007 - MARCH 31, 2008
TO RECEIVE SONY VEGAS CONTENT CREATION SOFTWARE BY MAIL: <ol style="list-style-type: none"> 1. End User customer must purchase a qualifying Sony public display monitor and digital signage card together, on one purchase order, during the promotion period. 2. End user customer must complete an on-line survey during the promotion period at www.sony.com/publicdisplayrebate 3. Contact and Shipping Information must be provided. 	

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PROMOTION DETAILS:

END USER REBATE:	END USERS CAN RECEIVE VEGAS 7 SOFTWARE BY MAIL WITH PURCHASE OF A LCD PUBLIC DISPLAY AND A BKM-FW50 SIGNAGE CARD
PROMOTION PERIOD:	JULY 1, 2007 TO MARCH 31, 2008
<p>TO RECEIVE VEGAS 7 BY MAIL:</p> <ol style="list-style-type: none"> 1. End user customer must purchase a LCD Public Display (FWD-32LX2F/B; FWD-32LX2F/S; FWD-40LX2F/B; FWD-40LX2F/S; KLH-W32; KLH-W26) and a Simple Signage Card (BKM-FW50) on the same purchase order during the promotion period. 2. Must complete survey 3. End user customer must fill out online rebate claim form at www.sony.com/publicdisplayrebate 4. End user customer must send printout of completed on-line form, entire ORIGINAL UPC product code label(s) from the box(es) of the eligible models, and copy(ies) of purchase invoice(s) from reseller to Sony Award Headquarters at provided address. 	

TERMS & CONDITIONS:

Promotion Period:	JULY 1, 2007 - MARCH 31, 2008
Eligible Models:	FWD32-LX2F/B; FWD-32LX2F/S; FWD-40LX2F/B; FWD-40LX2F/S; KLH-W32; KLH-W26, BKM-FW50 Only A-stock models are eligible.
Backorder/Future Order:	Eligible models must be ordered from reseller and shipped to end user customer within the promotion period to be eligible for rebate.
Mixing of Promotions:	This program may <u>not</u> be combined with other promotions.
Quantity:	No limit
Claim Procedure:	<p>The claim procedure is a two step process:</p> <ol style="list-style-type: none"> 1. End user must properly complete online claim form no later than March 31, 2008. www.sony.com/publicdisplayrebate 2. End user customer must send printout of completed online form, entire ORIGINAL UPC product code label(s) from the box(es) of the eligible models, and copy(ies) of purchase invoice(s) from reseller to Sony Award Headquarters at provided address, postmarked no later than March 31, 2008. <p style="text-align: center;">Sony Award Headquarters Offer 070279A 100478 White Bear Lake, MN 55110-0478</p> <p style="text-align: center;">CLAIMS WILL NOT BE PROCESSED OR CONSIDERED RECEIVED UNTIL THE BACKUP PAPERWORK HAS BEEN RECEIVED BY SONY AWARD HEADQUARTERS.</p>

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PROMOTION DETAILS:

Claim Dispute:	Disputes for rejected claims must be submitted within 30 days of date of claim rejection. Each end user will be limited to one resubmission. To dispute a claim, end users should contact Sony Reward Headquarters at 1-866-881-1114 or @ sonyb2b@rebate-zone.com . In the event of any questions or interpretation of the terms and conditions listed in this promotion, the decision of Sony will be final.
Other Terms and Conditions:	End user should allow 8-10 weeks following receipt of properly completed rebate submission for premium item delivery. Limit one rebate per product purchased to end-users (not for resale). Premium item will not be delivered to PO Boxes. Offer is not transferable. Sony reserves the right to request additional information to validate a claim, making it subject to U.S. postal regulations. Offer void where prohibited, taxed or restricted by law. Sony is not responsible for claims or premium items lost, damaged, or delayed in transit unless Sony has been negligent. Submitted materials become Sony property and will not be returned. Products for which rebate is claimed may not be returned (limited warranty claims excluded). Offer valid only in the continental United States, excluding Alaska, Hawaii, and territories. Offer not valid on refurbished, open-box, returned products, or demonstration products. Sony reserves the right to modify or cancel this offer at any time.

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

Good Selling!

John Holmes
Marketing Manager - Public Display Products
Broadcast and Business Solutions Company

You have received this email advertisement because you have indicated a desire to receive communications from Sony Electronics regarding products, promotions, updated information and services.

Sony Simple Signage Promotion
Free Sony Vegas Mail In Rebate
Promotion Period: July 1, 2007 – March 31, 2008

Manual Claim form to be used by End Users without Internet Access
*All fields are required except Business Name, Business Type, and Business Title

I. Product/Rebate Information:

1. Eligible Product Purchased: **FWD / KLH** - _____

II. End User Information:

First Name: _____

Last Name: _____

Email: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone No.: _____

Company Name: _____

Company Type: _____

Title: _____

*Rebate checks and/or premium items will be issued in the name of the business or person purchasing the eligible product which, if applicable, must match the submitted purchase invoice from reseller.

III. Proof of Purchase:

End user customer must send printout of completed online form, entire ORIGINAL UPC product code label(s) from the box(es) of the eligible models, and copy(ies) of purchase invoice(s) from reseller to Sony Award Headquarters at provided address, postmarked no later than April 30, 2008.

Sony Award Headquarters
Offer 070279A
100478
White Bear Lake, MN 55110-0478

___ I do not wish to receive any information from Sony Electronics Inc. about products, services, premium programs, contests and offerings that may be of interest to me.