

## Internal Bulletin

DATE: APRIL 11, 2008 08-0104 **UPDATE**

TO: ALL B2B AV/IT DMR ACCOUNT MANAGERS

FROM: JOHN HOLMES / JAY CHUNG

PROMOTION: Q1 FY08 DMR DISPLAY SPIFF PROGRAM

TYPE: POS REBATE

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Sony Electronics is pleased to announce the Q1 DMR Display SPIFF Program.

**Program Overview**

DMR Salespeople can qualify for exciting SPIFF rewards from Sony when they sell eligible Business Projector and Public Display models to end user customers between April 1, 2008, and June 30, 2008. The table below lists all eligible models and SPIFF rewards. Reseller Salespeople at DMR Accounts CDW, INSIGHT, PC CONNECTION, PC MALL and ZONES are eligible!

**Guidelines**

All SPIFF Rewards will be paid to the DMR based on POS reports submitted to Sony, via the established EDI process. POS reports showing eligible sell through must be received by Sony within 10 days of the end of every month during the promotion period to qualify for the rebate. POS reports submitted late will not be processed. This program is intended as a Salesperson Performance Incentive Fund to be paid by the DMR to the Salesperson responsible for the sale. **This rebate is offered on a meet competition basis.**

PUBLIC DISPLAY PRODUCTS	INVENTORY CLASS	SPIFF AMOUNT	PROJECTOR PRODUCTS	INVENTORY CLASS	SPIFF AMOUNT	PROJECTOR PRODUCTS	INVENTORY CLASS	SPIFF AMOUNT
KLH-W26	"A"	\$50.00	VPL-ES5	"A"	\$5.00	VPL-CX125	"A"	\$75.00
KLH-W26/S	"A"	\$50.00	VPL-EX5	"A"	\$15.00	VPL-CX150	"A"	\$75.00
KLH-W26/ST	"A"	\$50.00	VPL-EX50	"A"	\$15.00	VPL-CX155	"A"	\$75.00
GXD-L52H1	"A"	\$100.00	VPL-EW5	"A"	\$15.00	VPL-CW125	"A"	\$75.00
VSP-NS7	"A"	\$100.00	VPL-CS21	"A"	\$15.00	VPL-FE40, FE40L	"A"	\$100.00
BKM-FW50	"A"	\$50.00	VPL-CX21	"A"	\$15.00	VPL-FX40, FX40L	"A"	\$100.00
Simple Sign 26	"A"	\$50.00	VPL-CX100	"A"	\$35.00	VPL-FX52, FX52L	"A"	\$150.00
Simple Sign 32	"A"	\$50.00	VPL-CX120	"A"	\$35.00			

**TERMS AND CONDITIONS:**

Promotion Period:	April 1, 2008, through June 30, 2008
Promotion Description:	SPIFFs will be awarded to DMR's for sales of eligible products sold (shipped and invoiced, less returns) by them to end user customers between April 1, 2008, and June 30, 2008. This program is intended as a Salesperson incentive fund to be paid by the DMR directly to the DMR salesperson responsible for the sale.
Eligible Models:	Only 'A' stock models are eligible. See table above.
SPIFF Claim/Payment:	Payment by Sony of the SPIFF will be in the form of a wire transfer directly to the DMR within 30-45 days of the end of each month within the promotion period based on POS reporting. DMR accounts will be responsible for making payments to DMR salespeople responsible for the eligible sale.
Backorder/Future Order:	Only orders shipped and invoiced during the promotion period qualify.
Claim Dispute:	Any disputes must be resolved within 60 days of the end of the promotion period. In the event of any questions or interpretation of the terms and conditions listed in this promotion, the decision of Sony will be final.
Meet Competition Guidelines	The DMR must confirm that Sony's pricing (without this program) is uncompetitive. Competitors are not to be contacted for price verification. Sony may meet, but not exceed, a competitive offer. All meet competition documentation must be dated and signed by the DMR prior to offering this program. Fully approved meet competition form for the program period must be received by Sony from the DMR account manager before payment is made.
Mixing of Promotions:	This promotion may be combined with other promotions provided those promotions do not prohibit mixing.
Product Substitution:	No product substitutions are allowed.
Change/Cancellation:	Sony may change or cancel this promotion at any time.

Good Selling!

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

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 Professional Display Group  
 Sony Broadcast & Business Solutions Company

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