

## Your Sony Program Connection

Welcome to your one-stop access point to programs, claims, SPIFFs, statements and more.



DATE: JULY 2, 2009 09-0017 **UPDATE**  
 TO: LCD PROJECTOR AND PUBLIC DISPLAY PRODUCTS RESELLERS  
 KEY STRATEGIC SYSTEMS INTEGRATORS  
 FROM: JAY CHUNG/ JOHN HOLMES  
 PROMOTION: FY09 Q1 "SHOW ME THE MONEY" PROJECTOR & FLAT PANEL MONITORS SPIFF PROMO  
 TYPE: SPIFF REBATE

Please disregard the update sent on July 1, 2009 extending this promotion through December 26, 2009. The replacement promo for Q2/Q3 "Show Me the Money" will be announced on bulletin 09-0282.

Sony is pleased to "show you the love" by continuing the "SHOW ME THE MONEY" Projector & Flat Panel monitors SPIFF promotion into FY09 Q1. This promotion provides exciting cash incentives to Reseller salespeople who sell eligible display products between March 27, 2009 and June 25, 2009.

PARTICIPATING PRODUCTS:		
FLAT PANEL MONITORS	INVENTORY CLASS	CASH SPIFF AMOUNT
GXD-L52H1	"A"	\$100.00
VSP-NS7	"A"	\$100.00
BKM-FW50	"A"	\$50.00
SIMPLE SIGN 32, SIMPLE SIGN 32S	"A"	\$50.00
SIMPLE SIGN 40, SIMPLE SIGN 40S	"A"	\$50.00
FWD-S42H1	"A"	\$100.00
FWD-S47H1	"A"	\$100.00
KDL32M4000/91	"A"	\$35.00
KDL32M4000/92	"A"	\$35.00
KDL32M4000/93	"A"	\$35.00
KDL37M4000/91	"A"	\$35.00
KDL37M4000/92	"A"	\$35.00
KDL37M4000/93	"A"	\$35.00
KDL40SL140/91	"A"	\$35.00
KDL40SL140/92	"A"	\$35.00
KDL46SL140/91	"A"	\$35.00
KDL46SL140/92	"A"	\$35.00
HD1500RF	"A"	\$50.00
ICSF40D	"A"	\$50.00

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FY09 Q1 SPIFF PROMOTION PARTICIPATING PRODUCTS:		
PROJECTORS	INVENTORY CLASS	CASH SPIFF AMOUNT
VPL-EW5	"A"	\$5.00
VPL-EX5	"A"	\$5.00
VPL-EX50	"A"	\$5.00
VPL-EX7	"A"	\$5.00
VPL-EX70	"A"	\$5.00
VPL-TX7	"A"	\$25.00
VPL-TX70	"A"	\$25.00
VPL-CX100	"A"	\$35.00
VPL-CX120	"A"	\$35.00
VPL-CW125	"A"	\$60.00
VPL-CX125	"A"	\$60.00
VPL-DX10	"A"	\$35.00
VPL-DX11	"A"	\$35.00
VPL-MX20	"A"	\$35.00
VPL-DX15	"A"	\$50.00
VPL-MX25	"A"	\$50.00
VPL-CX150	"A"	\$60.00
VPL-CX155	"A"	\$60.00
VPL-FE40, VPL-FE40L	"A"	\$100.00
VPL-FW41, VPL-FW41L	"A"	\$100.00
VPL-FX40, VPL-FX40L	"A"	\$100.00
VPL-FX41, VPL-FX41L	"A"	\$100.00
VPL-FX52, VPL-FX52L	"A"	\$150.00
VPL-FW300L	"A"	\$600.00
VPL-FH300L	"A"	\$1000.00

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TERMS AND CONDITIONS:

PROMOTION PERIOD:	March 27, 2009 - June 25, 2009
TYPE OF PROMOTION:	Q1 DISPLAY PRODUCT SPIFF PROGRAM
Promotion Description	Reseller salespeople can receive a SPIFF payment from Sony for selling eligible products which have been invoiced and shipped by the reseller during the promotion period.
Eligible Products:	Models listed above.
Inventory:	Only "A" stock inventory is eligible unless indicated above.
Eligible Sales:	Only sales to end user customers are eligible. Sales/purchases from reseller to reseller, distributor to reseller or to non-end users are not eligible. Sony reserves the right to reject claims regarding sales that it deems are sales other than to end-user customers.
SPIFF Claim Process:	<p>A Reseller salesperson must be enrolled for SPIFFS in order to claim. The Principal owner must enroll each salesperson by logging onto <a href="http://www.sony.com/yourprogramconnection">www.sony.com/yourprogramconnection</a>, clicking on the "Sales Reps" tab, then selecting from the drop-down "Enroll Rep".</p> <p>Once a Reseller Salesperson is enrolled, there are three steps in the Claim Process:</p> <ol style="list-style-type: none"> <li>1. The Reseller salesperson must enter their claim online at <a href="http://www.sony.com/yourprogramconnection">www.sony.com/yourprogramconnection</a>. All required fields on the site must be completed.</li> <li>2. The salesperson must send a copy of the completed claim form and a copy of the sales invoice (indicating the eligible product was sold to the end-user).</li> <li>3. Sony Reward Headquarters will review each claim against the submitted backup and award the spiff amount to the salesperson's Sony VISA® debit card.</li> </ol> <p><b>SPIFF CLAIMS WILL NOT BE PROCESSED UNTIL THE PAPERWORK HAS BEEN SUBMITTED TO <i>Your Sony Program Connection</i> REWARD HEADQUARTERS.</b></p>
To Enter a Claim:	<p>To enter a claim, the Reseller salesperson must follow these steps:</p> <ol style="list-style-type: none"> <li>1. Go to <a href="http://www.sony.com/yourprogramconnection">www.sony.com/yourprogramconnection</a></li> <li>2. Find this Bulletin name under "Bulletins." Click on "Claim."</li> <li>3. Complete the online claim form and hit the "Submit" button to process the submission. The processed claim should now have a claim number. If the salesperson's claim has been rejected, refer to "Claim Dispute" below.</li> <li>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: <ul style="list-style-type: none"> <li>• <b>Fax</b> to: 1.888.437.1923</li> <li>• <b>Mail</b> to: <p style="text-align: center;"><b>Your Sony Program Connection</b> Reward Headquarters PO BOX 42012 Hazelwood, MO, 63042-2012</p> </li> </ul> </li> </ol> <ul style="list-style-type: none"> <li>• Upload the documentation from the Program Connection website.</li> <li>• <b>Environmentally responsible backup submission:</b> To reduce the time it takes to receive the rebate and help save the environment. Take advantage of the paperless upload process. Simply upload backup paperwork when prompted after submitting a claim. Backup paperwork can be added at the time of claim or at a later date.</li> </ul>

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TERMS AND CONDITIONS CONTINUED:

Submission Deadlines:	All claims for SPIFFs must be submitted online @ <a href="http://www.sony.com/yourprogramconnection">www.sony.com/yourprogramconnection</a> within 45 days of the end of the promotion period.
Paperwork Deadline:	All backup paperwork for claims must be received by <b>Your Sony Program Connection</b> Rewards 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 SPIFF will be earned.
Claim Dispute:	Disputes for rejected claims must be submitted by the Reseller salesperson within 60 days of date of claim rejection. To dispute a claim, the salesperson should call 1.866.562.0806. 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 Payment:	All Sony Your Program Connection claim payouts will be loaded to the Reseller Salesperson's Sony VISA Debit Card, AS SOON AS THEY ARE APPROVED at Program Headquarters. The Sony VISA Debit card will be issued in the name of the salesperson on the account. To review all the terms and conditions of the VISA Debit Card and to determine available balances, the salesperson should go to <a href="http://www.rewardsdetail.com">www.rewardsdetail.com</a> . 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. <b>*PAYEE WILL BE RESPONSIBLE FOR ALL TAXES</b>
Mixing of Promotions and This Promotion:	This promotion may be mixed with other promotions.
Change/Cancellation:	Sony may change or cancel this promotion at any time.

Good Selling!

Jay Chung, Projector Marketing Manager -  
Professional Displays Group  
Sony Broadcast and Business Solutions Company

John Holmes - Marketing Manager  
Professional Displays Group  
Sony Broadcast and Business Solutions Company