



**DATE:** SEPTEMBER 28, 2004 04-0491

**TO:** BROADCAST PRODUCTS RESELLERS

**FROM:** DIANNE LAGUARDIA

**PROMOTION:** FY04 KMR PROGRAM - 2<sup>ND</sup> HALF UPDATE

**GREAT NEWS!!**

Sony is pleased to announce a POSITIVE change in the way we will reward your sales efforts for Key Model sales! On August 28, 2004, the program changed in a way to eliminate the Broadcast Reseller from going to the Manage Your Money Site and Identifying your End User and Serial Number in order to receive a 7% rebate.

Beginning August 28th, Sony will run sales that are shipped and invoiced to you on a monthly basis. Approximately 15-20 days after the close of the month, Sony will issue a credit to your account on qualifying KMR models. Before August 28, 2004 you must continue to follow the process currently outlined in Bulletin #04-0143. You will have until October 31, 2004 to enter any claims with invoice dates of March 29, 2004 through August 28, 2004.

As a reminder, the following eligible products are listed below.

<b>ELIGIBLE PRODUCTS</b>		
<b>"A" STOCK ONLY</b>		<b>"A" &amp; "B" STOCK</b>
BVM-14F1U	BVMD-9H1U	All Current MPEG IMX™ Production Products All Current Digital Betacam Products All Current BVP Products
BVM-14F5U	BVMD-9H5U	
BVM-20F1U	DSR-1600	
BVMD-14H1U	DSR-1800	
BVMD-14H5U	DSR-2000	
BVMD-20F1U	DSR-570WSL	
BVMD-24E1WU	JH1	
BVMD-32E1WU	JH3	

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**BULLETIN #04-0491**

**Page Two**

**PROMOTION BULLETIN TERMS AND CONDITIONS:**

<b>Promotion Period:</b>	August 28, 2004 to March 28, 2005
<b>Models/Pricing:</b>	Only the specified products are eligible for the program. Only Main Models of Packages are Eligible. If an eligible product is part of a package, on the eligible model in that package will count receive the credit. Products may be added or deleted during the course of the program. The 7% credit is based on your net purchases for qualifying models.
<b>Backorder/Future Order:</b>	Only eligible products credit-cleared, shipped and invoiced during the promotional period, less returns, will apply.
<b>Mixing of Promotions:</b>	Promotion does not mix with the SI Reseller Program of 6% discount. All eligible products above will count towards VIR attainment.
<b>Rental:</b>	In the event this eligible product is purchased for you resellers own rental facility, the 7% rebate credit will not be applied to those models.
<b>Rebate Inquiry:</b>	Any disputes must be resolved within 60 days of the end of the Program period. Disputes are submitted to your Account Manager who will notify Marketing Services to research and resolve.
<b>Credit:</b>	Credit rebates will be issued for each month; on or around the 20 <sup>th</sup> of the following month. If Reseller does not comply with the Broadcast Reseller Program terms and conditions, loss of funds may result.
<b>Change/Cancellation:</b>	Sony may change or cancel this promotion at any time.
<b>Bankruptcy:</b>	<p>Credits, discounts, rewards and rebates issued to the Reseller under this program are available for use by the Reseller only for the future purchase of products from Sony, are not cash equivalents, do not create a right of payment to the Reseller, and are not deemed earned until products purchased with them are paid for in full. Any such credits, discounts, rewards and rebates are subject to all of Sony's rights under applicable state or federal law, including, but not limited to, its rights of setoff and recoupment. If the Reseller is the subject of a voluntary or involuntary bankruptcy proceeding, the automatic stay will not be applicable to any attempt by Sony to effect a reconciliation of accounts with the Reseller by applying any such credits, discounts, rewards and rebates due to the Reseller against amounts due to Sony.</p> <p>If any merchandise or amounts previously paid by Reseller to Sony are returned, forfeited, or subject to avoidance or similar action in a bankruptcy proceeding or a proceeding under any similar state or federal law, such credits, discounts, rewards and rebates will be deemed null and void and not earned, and any credits, discounts and rebates previously issued to the Reseller that, for whatever reason, are not deemed null and void, will be used to offset any amounts due Sony.</p>

For further questions regarding the above program, please contact your Sony Account Manager.  
Good Selling!

Dianne LaGuardia

GM, Marketing Services

Sony Broadcast & Business Solutions Company

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