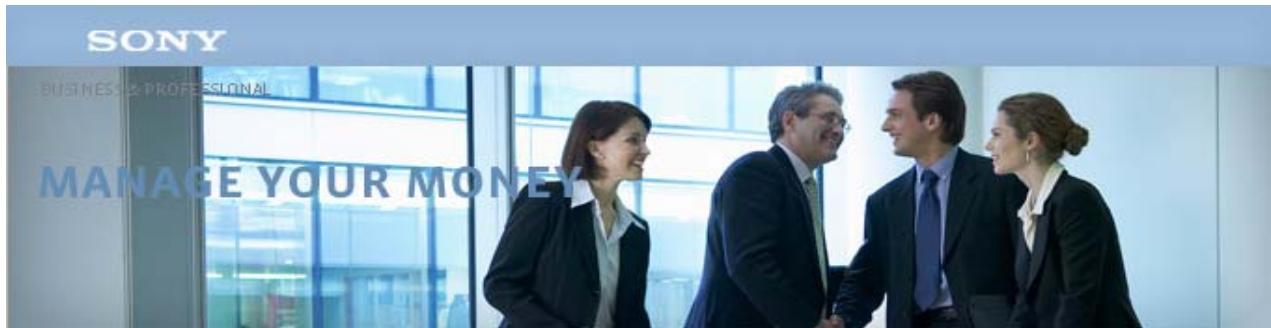


Sony Electronics Inc.

SONY



DATE: JANUARY 1, 2008 07-0645

TO: LCD PROJECTOR AND PUBLIC DISPLAY PRODUCTS RESELLERS

FROM: JOHN HOLMES
JAY CHUNG

PROMOTION: Q4 PROJECTOR AND PUBLIC DISPLAY GOVERNMENT REBATE PROGRAM

Sony is pleased to extend the Projector and Public Display Rebate Program for eligible product sold to the Government Segment through the 4th QTR of FY 2007.

Under this program, Resellers can receive a rebate (see the product/rebate schedule below) when they sell participating LCD Projector and Public Display main models to federal, state or local government agencies.

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PRODUCT REBATE SCHEDULE	
PUBLIC DISPLAY MODELS	REBATE EFFECTIVE 1/01/08
FWD-32LX2F/S, /B	\$70.00
FWD-40LX2F/S, /B	\$100.00
KLH-W26	\$50.00
KLH-W32	\$60.00
FWD-50PX3/S, /B	\$100.00
GXD-L52H1	\$100.00
VSP-NS7	\$100.00
ICS-FW40D	\$50.00
BKM-FW50	\$50.00
PROJECTOR MODELS	REBATE EFFECTIVE 1/01/08
VPL-ES4	\$15.00
VPL-EX4	\$20.00
VPL-CS21	\$25.00
VPL-CX21	\$30.00
VPL-CX100	\$35.00
VPL-CX120	\$40.00
VPL-CX76	\$50.00
VPL-CX125	\$50.00
VPL-CX150	\$50.00
VPL-CX155	\$55.00
VPL-CW125	\$60.00
VPL-CX86	\$60.00
VPL-FE40	\$125.00
VPL-FE40L	\$125.00
VPL-FX40	\$90.00
VPL-FX40L	\$90.00
VPL-FX52	\$175.00
VPL-FX52L	\$175.00
VPL-FW300L	\$500.00
VPL-FH300L	\$750.00

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TERMS AND CONDITIONS:

Promotion Period:	December 27, 2007 through March 26, 2008
Promotion Description:	Resellers will receive a rebate (see attached Product Rebate Schedule) on select Sony products they sell (ship and invoice) to Federal, State, or Local government agencies during the program period, subject to backorders of products ordered by Resellers from Sony.
Rider G Customers:	Resellers with a Rider G Agreement must sell eligible products at the Sony Promotional GSA pricing or less to be eligible for this Rebate.
Eligible Models:	Projector and Public Display main models. Accessories are not eligible for this promotion.
Backorder/Future Order:	Only orders shipped and invoiced during the promotion period qualify for this promotion.
Inventory:	Only "A" stock inventory is eligible.
Product Substitution:	No product substitutions are allowed.
Quantity:	There is no minimum quantity required to participate.
Claim Process:	<p>A Government Rebate Claim form must be completed on-line at www.sony.com/manageyourmoney</p> <p>The MANAGE YOUR MONEY claim procedure is a four step process:</p> <ol style="list-style-type: none"> 1. The Reseller should go to www.sony.com/manageyourmoney 2. The Reseller should select which promotion they are submitting the claim for. 3. The Reseller should enter their claim on-line at MANAGE YOUR MONEY Rewards HQ. 4. The Reseller must send in a copy of the completed claim form and invoice to the end-user with serial number information to: <p style="text-align: center;">Sony MANAGE YOUR MONEY Rewards Headquarters PO BOX 42012, Hazelwood, MO, 63042-2012</p> <p style="text-align: center;">Or by fax: 1-800-957-2778</p>

TERMS AND CONDITIONS (Continued):

<p>To Enter a Claim:</p>	<p>The Reseller should go to the promotion website; select the program for which they want to process a claim; complete the on-line claim form and hit the "Submit" button to process the claim. The processed claim should now have a claim number. The Reseller should print out a copy of the completed claim form and send it along with a copy of the invoice to the end-user with serial number information for the eligible product.</p> <p>The Reseller can either fax the paperwork to 1-800-957-2778 or send by mail to:</p> <p style="text-align: center;">Sony MANAGE YOUR MONEY Rewards Headquarters PO BOX 42012 Hazelwood, MO, 63042-2012</p>
<p>Submission Deadlines:</p>	<p>All claims for the selected promotion must be submitted by the Reseller on-line @ www.sony.com/manageyourmoney within 30 days of the end of the promotion period.</p>
<p>Paperwork Deadline:</p>	<p>All backup paperwork for claims must be received by the Sony MANAGE YOUR MONEY HQ no later than 30days after the on-line claim submission deadline. Any claim that does not have the required backup paperwork received by the Sony MANAGE YOUR MONEY Rewards HQ by this date will be rejected.</p>
<p>Claim Dispute:</p>	<p>Disputed claims must be resolved within 60 days of the submission deadline. To dispute a claim, the Reseller should call the toll free number provided on the website (1-800-462-7377). All questions or interpretation of the terms and conditions of this promotion shall be decided by Sony.</p>
<p>Claim Payment:</p>	<p>The payment will be in the form of a credit to the Reseller's account. Please allow 30-45 days from the date that Sony MANAGE YOUR MONEY HQ receives the completed claim form and all required backup paperwork for payment.</p>
<p>Multiple Promotions and this Promotion:</p>	<p>This promotion may be combined with other promotions with the exception of the GPA Education Rebate Program.</p>
<p>Change/Cancellation:</p>	<p>Sony may change or cancel this promotion at any time.</p>

Good Selling!

John Holmes, Group/Public Display Marketing Manager
 Jay Chung, Projector Marketing Manager
 Professional Display Group
 Sony Broadcast & Business Solutions Company

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