Sony Electronics Inc.

SONY

Promotion

DATE: SEPTEMBER 15, 2004   04–0444

TO: DIRECT ACCOUNT MANAGERS

FROM: ROBIN RICHARDS

PROMOTION: 'B' STOCK HIGH DEFINITION PRICING PROMOTION

Your customers can enjoy additional savings on certain 'B' stock High Definition equipment from Sony from now through November 28, 2004 while supplies last.

This promotion only applies to direct sales to end users. Discounts represent an additional 5% - 9% off 'B' stock direct discount pricing guidelines.

PRICING	B Stock Promotional Pricing		
PROMOTION PERIOD:	September 15, 2004 through November 28, 2004		
Products Involved: Monitors and VTRs			
PRODUCT	**SHORT DESCRIPTION**	**AVAILABLE QUANTITY**	**DISCOUNT FROM SUGGESTED LIST PRICE**
BVM-D32E1WU.B	Multi-format monitor	1	30%
BVM-D14H1U.B	Multi-format monitor	3	30%
BVM-D14H5U.B	Multi-format monitor	1	30%
BVM-D9H1U.B	Multi-format monitor	2	30%
BVM-D9H5U.B	Multi-format monitor	1	30%
BVM-F24U.B	High Definition monitor	2	25%
BKM-11R.B	Hand held control panel	10	35%
BKM-41HD.B	HD-SDI Input Card	2	35%
BKM-42HD.B	HD-SDI Input Card	3	35%
HDW-M2000.B	HDCAM™ VTR	3	20%
HDW-M2000/1.B	HDCAM™ VTR	3	16%
HDW-M2100.B	HDCAM™ VTR	2	20%
HDW-M2100/1.B	HDCAM™ VTR	2	16%
HDW-F500.B	HDCAM™ VTR	5	16%
HKDV900.B	Controller	3	16%

TERMS AND CONDITIONS:

Promotion Period:	September 15, 2004 through November 28, 2004.
Models/Pricing:	Only the specified models listed on page one are eligible for the promotion.
Backorder/Future Order:	Orders must be credit cleared, shipped and invoiced during the promotional period. No future orders or backorders will be accepted.
Mixing of Promotions:	Cannot be combined with any other promotion.
Quantity:	No limit to quantities, subject to availability.
Product Substitution:	No product substitutions are allowed.
Change/Cancellation:	Sony may change or cancel this promotion at any time.

Good Selling!

Robin Richards
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