

Sony Electronics Inc.

SONY



DATE: MARCH 29, 2004 04-0082
TO: BROADCAST PRODUCTS RESELLERS
FROM: DIANNE LAGUARDIA
PROGRAM: KEY MODEL SELL THRU REBATE PROGRAM-NEW!

Sony is pleased to announce a new and exciting Key Model Sell Thru Rebate Program to reward your ongoing sales efforts! This program is designed to provide the Broadcast Reseller with a 7% rebate in the form of a credit to their account on select products they sell (ship and invoice to end-users) within the promotion period. The eligible models are listed below.

PROGRAM PERIOD:	March 29, 2004 through March 28, 2005	
TYPE OF PROGRAM:	Key Model Sell Thru Rebate Program	
REBATE PERCENTAGE:	7%	
QUANTITY:	ANY	
INVENTORY CLASS:	See chart below	
PRODUCTS INVOLVED:		
ELIGIBLE PRODUCTS		
"A" STOCK ONLY		"A" & "B" STOCK
BVM-14F1U	BVMD-9H1U	All Current MPEG IMX™ Production Products
BVM-14F5U	BVMD-9H5U	All Current Digital Betacam Products
BVM-20F1U	DSR-1600	All Current BVP Products
BVMD-14H1U	DSR-1800	
BVMD-14H5U	DSR-2000	
BVMD-20F1U	DSR-570WSL	
BVMD-24E1WU	JH1	
BVMD-32E1WU	JH3	

TERMS AND CONDITIONS

Promotion Period:	March 29, 2004 through March 28, 2005
Promotion Description:	<p>Resellers who sell (ship and invoice) the eligible products to end-users within the promotion period are eligible to receive a rebate.</p> <p>REBATES WILL BE ISSUED WITHIN 30 DAYS OF RECEIPT OF INVOICE AND CLAIM IN THE FORM OF A CREDIT TO THE RESELLER'S ACCOUNT.</p> <p>THE REBATE WILL BE EQUIVALENT TO 7% OF SONY'S CURRENT PUBLISHED DEALER ONE PRICE AT THE TIME OF THE CLAIM.</p> <p>RESELLER MUST CLAIM IN ORDER TO RECEIVE CREDIT IN FY04.</p>
Eligible Models:	See model list on the previous page
Sales to Rental Companies:	Sales to rental companies are not eligible. Sales/purchases from reseller to reseller are not eligible. Sony reserves the right to reject claims regarding sales that it deems are sales other than to end users
Mixing of Promotions:	This program can be combined with other programs outlined in this bulletin. Separate rebates will be issued to your account.
Inventory:	Product class is specific to Model/Category
Product Substitution:	There are no product substitutions available.
Quantity:	The Reseller may make only one claim per unit sold.
Returns:	In the event an eligible product is returned to Sony, Sony reserves the right to issue corresponding debit memos to the Resellers. Returns will be monitored.
Audit:	Sony reserves the right to request POS reports from Resellers on a quarterly basis to audit the data provided to the Manage Your Money website.
Claim Process:	<p>A Key Model Sell Thru Rebate Program claim form must be submitted on-line by providing eligible product model name, serial number, date of sale, end user customer invoice number, and customer name.</p> <p>Note* The Rebate will be equivalent to 7% of Sony's current PUBLISHED dealer one price at the time of the claim.</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. 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 (the Reseller's sales invoice number to the end user must be included) and hit the "Submit" button to process the claim. The processed claim should now have a claim number 4. The Reseller should print out a copy of the completed claim form and keep for their records.

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TERMS AND CONDITIONS (Continued):

Submission Deadlines:	All claims must be submitted by the Reseller on-line at www.sony.com/manageyourmoney within 60 days after the month of the claim.
Claim Dispute:	Any claims that are denied that the Reseller want to dispute must be resolved no later than 60 days beyond the submission deadline. To dispute a claim, the Reseller should call the toll free number provided on the website of 1-800-462-7377. In the event of any questions or interpretation of the terms and conditions of this program, the decision of Sony will be final. Sony has the right to audit any Reseller invoices that are submitted for this program.
Claim Payment:	The payment will be in the form of a credit to the reseller's account. Please allow 45-60 days for payment from the date that the claim was entered.
Bankruptcy:	<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>
Change/Cancellation:	Sony may change or cancel this promotion at any time.

If you have any questions concerning this program, please contact your Account Manager.

Good Selling!

Dianne LaGuardia
General Manager, Marketing Services and Pro A/V Reseller Marketing
Sony Electronics Inc.