

Internal Bulletin



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TO: ALL B2B AV/IT DMR ACCOUNT MANAGERS

FROM: JOHN HOLMES / JAY CHUNG

PROMOTION: Q4 FY07 DMR DISPLAY SPIFF PROGRAM

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Sony Electronics is pleased to announce an amazing Q4 DMR Display SPIFF Program. Just about all Public Display SPIFF amounts have MORE than DOUBLED and new models including Digital Signage cards have been added!

Program Overview

DMR Salespeople can qualify for exciting SPIFF rewards from Sony when they sell eligible Business Projector and Public Display models to end user customers between January 1, 2008, and March 31, 2008. The table below lists all eligible models and SPIFF rewards. Reseller Salespeople at DMR Accounts CDW, INSIGHT, PC CONNECTION, PC MALL and ZONES are eligible!

Guidelines

All DMR accounts will be paid based on POS reports submitted to Sony. POS reports showing eligible sell through must be received by Sony within 10 days of the end of every month during the promotion period to qualify for the rebate. POS reports submitted late will not be processed. This program is intended as a Salesperson Performance Incentive Fund to be paid directly to the Direct Marketing Reseller Salesperson responsible for the sale. **This rebate is offered on a meet competition basis.**

<u>ELIGIBLE PUBLIC DISPLAY PRODUCTS</u>	<u>INVENTORY CLASS</u>	<u>SPIFF AMOUNT</u>	<u>ELIGIBLE PROJECTOR PRODUCTS</u>	<u>INVENTORY CLASS</u>	<u>SPIFF AMOUNT</u>
KLH-W26	"A"	\$50.00	VPL-EX4	"A"	\$15.00
KLH-W32	"A"	\$50.00	VPL-ES4	"A"	\$5.00
KLH-W26/S	"A"	\$50.00	VPL-CS21	"A"	\$15.00
KLH-W26/ST	"A"	\$50.00	VPL-CX21	"A"	\$35.00
KLH-W32/S	"A"	\$50.00	VPL-CX76	"A"	\$75.00
KLH-W32/ST	"A"	\$50.00	VPL-CX86	"A"	\$100.00
FWD-32LX2F/B /S	"A"	\$50.00	VPL-CX100	"A"	\$35.00
FWD-40LX2F/B /S	"A"	\$50.00	VPL-CX120	"A"	\$35.00
FWD-50PX3/B /S	"A"	\$50.00	VPL-CX125	"A"	\$75.00
GXD-L52H1	"A"	\$100.00	VPL-CX150	"A"	\$75.00
VSP-NS7	"A"	\$100.00	VPL-CX155	"A"	\$100.00
ICS-FW40D	"A"	\$50.00	VPL-CW125	"A"	\$100.00
BKM-FW50	"A"	\$50.00			

TERMS AND CONDITIONS:

Promotion Period:	January 1, 2008, through March 31, 2008
Promotion Description:	SPIFFs will be awarded to DMR's for sales of eligible products sold (shipped and invoiced, less returns) by them to end user customers between January 1, 2008, and March 31, 2008. This program is intended as a Salesperson incentive fund to be paid by the DMR directly to the DMR salesperson responsible for the sale.
Eligible Models:	Only 'A' stock models are eligible. See table above.
SPIFF Claim/Payment::	Payment by Sony of the SPIFF will be in the form of a wire transfer directly to the within 30-45 days of the end of each month within the promotion period based on POS reporting. DMR accounts will be responsible for making payments to DMR salespeople responsible for the eligible sale.
Claim Dispute:	Any disputes must be resolved within 60 days of the end of the promotion period. In the event of any questions or interpretation of the terms and conditions listed in this promotion, the decision of Sony will be final.
Statements	The DMR can log onto www.sony.com/ManageIT throughout the program period to view purchase levels toward program goals. This site will be updated monthly with purchase amounts and will include final SPIFF statements after the program period has ended. SPIFF amounts will not be posted until the DMR account manager submits a fully approved meet comp form.
Meet Competition Guidelines	The DMR must confirm that Sony's pricing (without this program) is uncompetitive. Competitors are not to be contacted for price verification. Sony may meet, but not exceed, a competitive offer. All meet competition documentation must be dated and signed by the DMR prior to offering this program. Fully approved meet competition form for the program period must be received by Sony from the DMR account manager before payment is made.
Mixing of Promotions:	This promotion may be combined with other promotions provided those promotions do not prohibit mixing.
Backorder/Future Order:	Only orders shipped and invoiced during the promotion period qualify.
Product Substitution:	No product substitutions are allowed.
Change/Cancellation:	Sony may change or cancel this promotion at any time.

Good Selling!

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 Sony Broadcast & Business Solutions Company

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 Professional Display Group
 Sony Broadcast & Business Solutions Company

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