

3rd QUARTER FY 05 SPIFF ON SELECT PVM PROFESSIONAL VIDEO MONITORS
 BULLETIN #05-0495
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TERMS AND CONDITIONS:

PROMOTION PERIOD:	September 28, 2005 through December 28, 2005
TYPE OF PROMOTION:	Reseller Salesperson SPIFF
Promotion Description:	Reseller salespeople can receive a SPIFF payment from Sony for selling eligible products that have been invoiced and shipped by the Reseller during the promotion period.
Eligible Products:	Models listed above.
Inventory:	Only "A" stock inventory is eligible unless indicated above.
Eligible Sales:	Only sales to end user customers are eligible. Sales/purchases from reseller to reseller, distributors to reseller or to non-end users are not eligible. Sony reserves the right to reject claims regarding sales that it deems are sales other than to end-user customers.
SPIFF Claim Process:	<p>The SPIFF claim procedure is a two step process:</p> <ol style="list-style-type: none"> 1. The reseller salesperson must enter their claim on line at <i>SONYFASTCASH</i> Rewards Headquarters. All required fields on the site must be completed. 2. The reseller salesperson must send in a copy of the completed claim form and a copy of the sales invoice for eligible product to the end user. <p>SPIFF CLAIMS WILL NOT BE PROCESSED UNTIL THE PAPERWORK HAS BEEN SUBMITTED TO THE <i>SONYFASTCASH</i> REWARDS HEADQUARTERS.</p>
To Enter a Claim:	<p>The reseller salesperson should go to www.sony.com/fastcash, complete the online claim form and hit the "Submit" button to process the claim. The processed claim should now have a claim number. If the reseller salesperson's claim has been rejected, please refer to "Claim Dispute" below. The salesperson should print out a copy of the completed claim form and send it along with a copy of the original sales invoice. The salesperson can either fax the backup paperwork to 1-800-735-0349 or send by mail to:</p> <p style="text-align: center;"><i>SONYFASTCASH</i> Rewards Headquarters PO Box 42012 Hazelwood, MO 63042-2012</p>
Submission Deadlines:	All claims for SPIFFs must be submitted on line @ www.sony.com/fastcash within 30 days of the end of the promotion period (January 27, 2006).

TERMS AND CONDITIONS (cont):

Paperwork Deadline:	All backup paperwork for claims must be received by the <i>SONYFASTCASH</i> Rewards Headquarters no later than 15 days after the on line claim submission deadline (February 11, 2006). All claims that do not have all of the required backup received by the <i>SONYFASTCASH</i> Rewards Headquarters by this date will be rejected .
Claim Dispute:	Disputes for rejected claims must be submitted by the reseller salesperson within 30 days of date of claim rejection. To dispute a claim, the salesperson should call 1-800-726-1908 . In the event of any questions or interpretation of the terms and conditions listed in this promotion, the decision of Sony will be final.
Spiff/Claim Payment Options:	All your Sony Fast Cash claim payouts will be loaded to your Sony Fast Cash VISA Debit Card. Claims will be awarded to your card AS SOON AS THEY ARE APPROVED at Program Headquarters. *PAYEE WILL BE RESPONSIBLE FOR ALL TAXES
Mixing of Promotions and This Promotion:	This promotion may be mixed with other promotions.
Change/Cancellation:	Sony may change or cancel this promotion at any time.

If you have additional questions please contact your account manager.

Good Selling!

Mark Bonifacio
Marketing Manager - Monitors and Digital Signage
Broadcast and Production Systems Division
Broadcast and Business Solutions Company

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