

DATE: JANUARY 1, 2008 07-0639  
TO: B2B AV/IT DMR ACCOUNTS  
FROM: JAY CHUNG  
JOHN HOLMES  
SUBJECT: UPDATE: REBATE AMOUNTS  
FY07 Q4 DMR AV/IT EDUCATION REBATE PROGRAM

In conjunction with The Eye on Education end user program, Sony is pleased to announce the Q4 DMR Education Rebate Program.

#### Program Overview

The Sony Education rebate program is offered to DMR accounts CDW, PC CONNECTION, PC MALL and ZONES for Sony products sold by them to Education end users between January 1, 2008, and March 31, 2008. This program is meet comp based and is designed to assist DMR accounts on opportunities for sales to Education customers by providing the DMR account a rebate on sales. Program details are provided below.

#### Guidelines

DMR accounts will be paid based on proof of sale reports they submit to Sony's M.O.S.I. group. A fully approved and signed meet competition form **must** be provided to Sony's DMR account manager. **The rebate amount will be based on the DMR net price of Goods Sold for eligible products sold and is subject to the Meet Comp rule that the rebate amount from Sony must not result in Sony's price being lower than the competitive offer.**

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PROJECTOR MODELS	ESTIMATED STREET PRICE	% REBATE EFFECTIVE 11/01/2007	% REBATE EFFECTIVE 01/01/2008	SUGGESTED EDUCATION PRICE
VPL-ES4	\$699.00	5%	5%	\$669.00
VPL-EX4	\$799.00	6%	6%	\$759.00
VPL-CS21	\$999.00	6%	6%	\$949.00
VPL-CX21	\$1,199.00	6%	6%	\$1,139.00
VPL-CX76	\$1,899.00	6%	6%	\$1,799.00
VPL-CX100	\$1,399.00	6%	6%	\$1,329.00
VPL-CX120	\$1,599.00	6%	6%	\$1,519.00
VPL-CX125	\$1,899.00	6%	6%	\$1,799.00
VPL-CX150	\$1,899.00	6%	6%	\$1,799.00
VPL-CX155	\$2,199.00	6%	6%	\$2,089.00
VPL-CX86	\$2,299.00	6%	6%	\$2,179.00
VPL-CW125	\$2,499.00	6%	6%	\$2,379.00

PUBLIC DISPLAY MODELS	ESTIMATED STREET PRICE	% REBATE EFFECTIVE 11/01/2007	% REBATE EFFECTIVE 01/01/2008	SUGGESTED EDUCATION PRICE
FWD-32LX2F/S, /B	\$1,299.95	6%	6%	\$1,229.95
FWD-40LX2F/S, /B	\$1,999.95	6%	6%	\$1,899.95
KLH-W26	\$1,099.95	6%	6%	\$1,049.95
KLH-W32	\$1,349.95	6%	6%	\$1,289.95
FWD-50PX3/S, /B	\$2,499.95	6%	6%	\$2,399.95
GXD-L52H1	\$4,999.00	NA	6%	\$4,899.00
VSP-NS7	\$1,799.00	NA	6%	\$1,699.00
ICS-FW40D	\$999.00	NA	6%	\$949.00
BKM-FW50	\$599.00	NA	6%	\$549.00

**Terms and Conditions**

<b>PROMOTION PERIOD:</b>	January 1, 2008 through March 31, 2008
<b>TYPE OF PROMOTION:</b>	DMR AV/IT EDUCATION REBATE PROGRAM
<b>Inventory:</b>	"A" stock only.
<b>Promotion Description:</b>	<p>DMR accounts will receive a rebate on eligible Sony products they purchase from authorized distributors and sell (ship and invoice) to public or private educational facilities during the promotion period that show on their proof of sale reports.</p> <ol style="list-style-type: none"> <li>1. This program is offered on a meet competition basis for eligible products sold by DMR accounts to Education customers between January 1, 2008, and March 31, 2008.</li> <li>2. DMR accounts must provide proof of sales to Education customers. Proof of sales must include end user name, address, state, zip code and end user segment (Higher Education or K-12). Documentation must also contain product sold, quantity sold, landed cost, rebate amount. Proof of sales must be received by Sony no later than 15 days of the program period end.</li> <li>3. Any claims for sales that occur after March 31, 2008 or received without required documentation will be rejected.</li> <li>4. Sony reserves the right to conduct audits.</li> <li>5. DMR accounts eligible for this program will not be eligible for any Education rebates offered through distributors.</li> <li>6. Sony may at any time during the program and at its sole discretion discontinue or modify the Education Rebate Program upon immediate written notice to the approved accounts. Claims for products purchased prior to the program termination or modification date will be honored if submitted within 30 days of the program termination / modification date provided they meet the program's terms and conditions.</li> <li>7. The rebate amount will be based on the DMR net price of Goods Sold for eligible products sold and is subject to the Meet Comp rule that the rebate amount from Sony must not result in Sony's price being lower than the competitive offer.</li> </ol>
<b>Backorder/Future Order:</b>	Only orders shipped and invoiced by DMRs to education end user customers during the promotion period qualify.
<b>Mixing of Promotions:</b>	This promotion may not be mixed with other promotions.
<b>Payment:</b>	The rebate will be issued at the end of each quarter of the promotion period. Payment will be made in the form of a wire transfer directly to the DMR account. The DMR should allow 30-45 days for payment to be made after the claim and proof of performance is received.
<b>Claim Dispute:</b>	Disputes for rejected claims must be submitted by the DMR account within 30 days of the date of claim rejection. To dispute a claim, the DMR account should contact their account manager. In the event of any questions or interpretation of the terms and conditions listed in this promotion, the decision of Sony will be final.
<b>Change/Cancellation</b>	Sony may change or cancel this promotion at any time.
<b>Eligible Products:</b>	See table on page one.
<b>Authorized Distributors</b>	Tech Data, Ingram Micro, Synnex, and ICG.

Good Selling!

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 Marketing Manager, Business Projectors  
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