

SONY DISPLAYS

Sony Announces Sony Flat Panel LCD Display Spring Rebate Extension

Sony is pleased to announce the **extension of mail-in rebate# 02-52078** for sales of select Flat Panel LCD computer displays:

- **Program is extended through June 30, 2003**
- **HS-Model Flat Panel LCDs have been added to the program**

Eligibility: End-users who purchase select **Sony Flat Panel LCD** computer displays within the time period stated below. Refurbished products are not eligible for this rebate. Sony distributors may not participate. Mail-in rebates are only available to end-user consumers who purchase displays from one of the following eligible retailers:

ABC APPLIANCE, INC.
ABT ELECTRONICS
AMAZON.COM, INC.
AMERICAN TV & APPLIANCE
AUDIO ADVISORS, INC.
AUDIO ASSOCIATES, INC.
AUDIO KING
BAILLIO'S, INC./TDF
BEST BUY CO., INC.
BOOT'S CAMERA CORPORATION
BRANDSMART U.S.A.
BYTEWARE, INC.
CAMERA CORNER
CHIPS UNLIMITED
CIRCUIT CITY STORES, INC.
COLUMBIA PHOTO/TDF
COMPUSA INC
CONN'S APPLIANCE
COUGHLIN'S TV, INC.
DATA VISION COMPUTER/TDF
DBL DISTRIBUTING, INC.
FAIRBORN CAMERA, INC.
FAMSA

FOCUS ELECTRONICS
FRY'S ELECTRONICS, INC.
FRY'S OUTPOST.COM
FUTURETRONICS
FUZZY'S AUDIO/TDF
H.H. GREGG
INDIANA TEE VEE, INC
J&R ELECTRONICS, INC.
KANEHOE MARINE CORP EXCHANGE
LA CURACAO
LAOX CORPORATION OF AMERICA
MAINE VIDEO SYSTEMS
MAYO, INC.
MICRO CENTER
MID-CITY CAMERA LLC/TDF
MINER'S BUILDING
MOHAWK MARKETING CORPORATION
MY.SONY.COM
NEBRASKA FURNITURE MART, INC
OFFICE DEPOT INC.
P.C. RICHARD & SON
PC & LAPTOP LAND.COM, INC.
PCEZ-THE COMPUTER STORE, INC.

PEARL HARBOR NAVY EXCHANGE
PHOTOGRAPHIC PRODUCTS, INC.
R.C. WILLEY HOME FURNISHINGS
RCS COMPUTER EXPERIENCE LLC
ROBERTS DISTRIBUTORS, INC.
SEARS
SONY GALLERY / SONY METREON
SONY STYLE REAL WORLD/NEW YORK
SONYSTYLE.COM
SOUNDTRACK
STATE STREET DISCOUNT HOUSE
STEREO ADVANTAGE
THE LITTLE GUYS
THE WIZ
ULTIMATE ELECTRONICS
VANN'S INC./GEDF
VIDEO AND AUDIO CENTER/TDF
VIDEO BOX OFFICE/TDF
WAH FOONG, INC.
WELLMAN & GRIFFITH INC./TDF
WESTFAIR TV/TDF
WIZARD ELECTRONICS
WOLFES CAMERA SHOP

Offer valid only in the U.S. (includes Alaska and Hawaii), excluding territories.

Product	Model Number	UPC code	Rebate
HS-model 15" Flat Panel LCD	SDM-HS53/H	0-27242-62528-0	\$50.00
HS-model 15" Flat Panel LCD	SDM-HS53/W	0-27242-62525-9	\$50.00
HS-model 17" Flat Panel LCD	SDM-HS73/H	0-27242-62529-7	\$50.00
HS-model 17" Flat Panel LCD	SDM-HS73/W	0-27242-62526-6	\$50.00
HS-model 19" Flat Panel LCD	SDM-HS93/H	0-27242-62530-3	\$100.00
HS-model 19" Flat Panel LCD	SDM-HS93/W	0-27242-62527-3	\$100.00
STYLEPRO™ Series 15" Flat Panel LCD	SDM-S51	0-2724-260152-9	\$50.00
STYLEPRO™ Series 15" Flat Panel LCD	SDM-S51/B	0-2724-260153-6	\$50.00
STYLEPRO™ Series 17" Flat Panel LCD	SDM-S71	0-2724-260682-1	\$50.00
STYLEPRO™ Series 17" Flat Panel LCD	SDM-S71/B	0-2724-260683-8	\$50.00
STYLEPRO™ Series 18" Flat Panel LCD	SDM-S81	0-2724-260154-3	\$100.00
STYLEPRO™ Series 18" Flat Panel LCD	SDM-S81/B	0-2724-260155-0	\$100.00
STYLEPRO™ Series 19" Flat Panel LCD	SDM-S91/B	0-2724-261860-2	\$100.00
DELUXEPRO™ Series 15" Flat Panel LCD	SDM-X52	0-2724-261108-5	\$50.00
DELUXEPRO™ Series 15" Flat Panel LCD	SDM-X52/B	0-2724-261109-2	\$50.00
DELUXEPRO™ Series 17" Flat Panel LCD	SDM-X72	0-27242-61208-2	\$50.00
DELUXEPRO™ Series 17" Flat Panel LCD	SDM-X72/B	0-27242-61209-9	\$50.00
DELUXEPRO™ Series 18" Flat Panel LCD	SDM-X82	0-2724-261110-8	\$100.00
DELUXEPRO™ Series 18" Flat Panel LCD	SDM-X82/B	0-2724-261111-5	\$100.00

*Suggested Profit Picture Guideline. Actual selling price may vary.

REBATE OFFER: Receive \$50 mail-in rebate following purchase of a SDM-HS53/H, SDM-HS53/W, SDM-HS73/H, SDM-HS73/W, SDM-S51, SDM-S51/B, SDM-S71, SDM-S71/B, SDM-X52, SDM-X52/B, SDM-X72, SDM-X72/B model Sony display. Receive \$100 mail-in rebate following purchase of a SDM-HS93/H, SDM-HS93/W, SDM-S81, SDM-S81/B, SDM-S91/B, SDM-X82, SDM-X82/B model Sony display.

Offer valid on purchases of eligible products from January 1, 2003 - June 30, 2003. For check delivery, please allow 8-10 weeks following receipt of properly completed rebate submission. Submission must be postmarked no later than thirty days after purchase date, must include serial number and copies of dated purchase receipt and eligible product UPC code, and must be mailed to the above address. Limit one rebate per household to end-users (not for resale), and delivery to PO Boxes is not accepted. Displays must be purchased from a Sony dealer listed below or on our website at www.sony.com/displays/eligible_dealer. Store name must be clearly printed on receipt. If display is purchased from a store that is not listed on offer, claim will not be honored. Offer invalid and rebate checks are void if not cashed within 90 days of issuance and cannot be reissued. Offer is not transferable. Sony reserves the right to request additional information to validate a claim, making it subject to U.S. postal regulations. Offer void where prohibited, taxed or restricted by law. Sony is not responsible for claims lost, damaged, or delayed in transit. Submitted materials become Sony property.

Sony Electronics Inc.
16765 West Bernardo Drive
San Diego, California, 92127-1905

ITPD
sony.com/displays
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The information contained in this Sales News is CONFIDENTIAL and must be treated as such by retailers per their dealer agreement with Sony and/or their acceptance to carry products and accessories. The information contained herein as to new product announcements, model numbers, descriptions, specifications, and suggested retail pricing ("Product Information") shall remain confidential until publicly announced by Sony. Any online or print advertisements related to Product Information by retailers are further subject to any ad embargo dates set forth below. All other program terms specified herein shall remain confidential until disclosure to third parties is otherwise authorized by Sony.

February 25, 2002

Sales News: DP331 — Dealer

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Products for which rebate claimed may not be returned. Offer valid only in the United States, excluding territories. Offer not valid on refurbished or open-box returned products.

To check the status of your submission visit www.sonyrebates.com. If you have questions regarding this promotion, please call 1-866-865-0244.

NOTE: Retailers reproducing Sony's terms and conditions on their own rebate coupons (thermal receipts, etc...) must obtain approval from Sony prior to program start date. Any discrepancies between Sony's terms and conditions and those reproduced by the retailer may result in the retailer's responsibility for problem resolution and/or the payment of incremental program costs.

Rebate Period: The rebate is offered for sales from January 1, 2003 - June 30, 2003. All claims must be received by July 31, 2003 to be honored.

Claim Process: Each end user must include full documentation and proof of sales with each rebate claim and must be submitted within 30 days of purchase. Coupons submitted for this rebate may be subject to audit. End-user should allow 8-10 weeks for rebate offer to be processed.

Please contact Lisa McPherron 858.942.3350 if you should require clarification.