

SONY

Business

GET CASH REWARDS **WHEN YOU DO BUSINESS WITH SONY**

At Sony, we strive to ensure the success of solution providers in the channel. So to reward you for being a loyal Sony customer, we are introducing Sony's new B2B Unified Volume Incentive Rebate Program for solution providers, which unites all of Sony's business products under one program.

Only Sony can offer a unified approach to your business electronics needs, so you can take advantage of sales incentives across all product categories with one unified volume incentive program. It has never been easier to do business with Sony.

The B2B Unified Volume Incentive Rebate program offers a mail-in cash rebate for eligible volume purchases between August 1, 2006, and December 31, 2006.

There are two ways to qualify for this program.

- ▶ Solution providers who purchase a minimum of \$10,000 of eligible products during the promotion period will receive a \$500 cash rebate by mail. At least one main model from two out of the five eligible product categories must be purchased.
- ▶ Solution providers who purchase a minimum of \$15,000 of eligible products during the promotion period will receive a \$1,500 cash rebate by mail. At least one main model from three out of the five eligible product categories must be purchased.

Only Sony is making it this easy to succeed in the channel by unifying its diverse products under one incentive program.

To take advantage of this great offer, register at:
www.sony.com/managetI

Eligible B2B Unified
product groups:

VAIO®
Public displays
Projectors
Tape storage
Optical storage



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