

For Business

SONY

Smart technology. Simple economics.



Trade Up and Go Pro 4

Trade in your old technology and get paid to invest in a new Sony® VAIO® Professional series notebook.

With the Sony Trade Up and Go Pro 4 promotion, you can receive at least \$300 back (\$450 for a Dell™ Notebook¹) when you trade in any qualifying, working notebook¹ and purchase a new VAIO Professional notebook from one of these series: Z, BZ, SR or TT. It's like being rewarded for making a sound investment. For full terms and conditions, and to get a free quote, visit sony.com/TradeUpGo.

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TT Series Notebooks

The 2.9 lb.³ (with standard battery) VAIO® TT notebook features a scratch-resistant 11.1" LCD and balances the power of Intel® Centrino® 2 processor technology with a host of energy-conserving features to deliver 3.5 to 7.5 hours of standard battery life.

Z Series Notebooks

Combining a crystal clear 13.3" display, durable carbon-fiber casing, quick-fire performance and lightweight form-factor, this notebook packs the premium details to make it a winning choice.

SR Series Notebooks

With magnesium alloy casing to help protect you on the road, and a 13.3" LED backlit widescreen display for sharing on-screen information in low-light situations, this light and agile PC is made for going places.

BZ Series Notebooks

This durable yet lightweight workhorse boasts the productivity and compatibility features required in demanding business environments including magnesium alloy casing and a spill-resistant keyboard.

↘ For detailed product specifications visit sony.com/business

Qualifying trade-in processors

- AMD Athlon™ or other non-Intel 2.0 GHz and above
- Intel Pentium® Core™ 2 Duo 1.6 GHz and above
- Intel® Core™ Solo 1.4 GHz and above
- Intel Pentium® Core™ Duo 1.2 GHz and above
- Intel Pentium® IV 1.6 GHz and above
- Intel Pentium® M Centrino® 1.4 GHz and above

Program dates: April 1, 2009 to June 30, 2009⁴

↘ sony.com/TradeUpGo

1. Your trade-in notebook must have a working battery that will hold a charge for at least 10 minutes, and satisfy the program requirements outlined in the terms and conditions at sony.com/tradeupandgo. 2. Viewable area measured diagonally. 3. Non-metric weights and measures are approximate and may vary. 4. Purchases of eligible notebooks must be made between the promotion dates of April 1, 2009 to June 30, 2009. Purchase invoices dated prior to or after this timeframe and returns of trade-in notebooks not completed by the deadline will not be eligible for this promotion.

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Terms and conditions

Description and Participating Products

For a limited time, end-users can trade in a qualifying notebook and receive at least \$300 cash back (\$450 for Dell Notebook) when they purchase one of the following eligible VAIO Professional business notebooks: VGN-BX700, VGN-SZ, VGN-TZ, VGN-BZ, VGN-SR, VGN-Z and the VGN-TT.

This promotion is a one-for-one trade only. End-users must trade-in one qualifying notebook to receive a mail-in rebate on the purchase of one eligible new Sony VAIO Professional VGN-BX700, VGN-SZ, VGN-TZ, VGN-BZ, VGN-SR, VGN-Z and VGN-TT series notebooks. There is no limit on the amount of individual trades. Please see full listing of terms and conditions on sony.com/gopro4.

Only "A" stock inventory is eligible.

Eligible Purchases

Purchases of eligible notebooks must be made between the promotion dates of April 1, 2009 and June 30, 2009. Purchase invoices dated prior to or after this timeframe and returns of trade-in notebooks not completed by the deadline will not be eligible for this promotion. This promotion is open to U.S. residents only, excluding territories.

Claim Process

1. End-user must log onto sony.com/gopro4.
2. End-user must register the claim and fill out the online claim form completely and accept the terms and conditions to commence the claims process. The last day to submit a claim is July 31, 2009.
3. Within 24 hours of the end-user's completion of the online claim registration, a Sony Trade Confirmation e-mail will be sent to the end-user containing the quote number and instructions on the next step of the claim process. End-user must reference this quote number for any questions relating to the promotion. End-user should print two copies of the Sony Trade Confirmation e-mail (one to submit and one to save for their records).
4. Within one business day of end-user's completion of the online transaction, an email with the subject line "Sony Trade Up and Go Pro 4 Shipping Instructions" will be sent to the address provided during registration. This email will provide the steps for retrieving the shipping label or shipping placard. The end-user need only click on the link while connected to the Internet and a printer and a prepaid, pre-addressed shipping label or shipping placard will appear. A separate window will open and direction on how to print out the label or placard will be provided. The end-user must print two copies, and attach one to the shipment of its trade-in product and retain the second copy for tracking purposes. If the end-user is trading multiple items, a link for each item will appear in the email.
5. End-user must fax the purchase invoice along with the "Sony Trade Confirmation e-mail" to (770) 925-9064. These documents must be received within 30 days of the online transaction submission or July 31, 2009, whichever comes first. End-user should keep a copy of the entire claim for tracking purposes. If unable to fax these documents, end-users should mail all required documentation to the following address, postmarked no later than July 31, 2009:

Market Velocity, Inc.
Sony Trade Up Program
3885 Crestwood Parkway, Suite 500
Duluth, GA 30096

6. End-user must submit the online transaction within thirty (30) days of the purchase of the Sony VAIO notebook.
7. End-user should return the trade-in product using the prepaid shipping label. The trade-in product(s) must be returned in accordance with the instructions provided by Sony. The trade-in product(s) must be shipped within thirty (30) days from the date of end-user's completion of the online transaction. The shipping label is valid for thirty (30) days from the date of end-user's completion of the online transaction.
8. Once proof of purchase has been received and validated and the trade-in product is received and its eligibility confirmed, a rebate check will be mailed to the mailing address designated by the end-user when they registered for the program. End-user should allow 6-8 weeks from the time the trade-in claim is complete for rebate check issuance.

Transaction Discrepancies

All incomplete claims will be automatically rejected and end-user will promptly be notified of such rejection. Rejected claims must be corrected and resubmitted to be re-processed. If any claim matches one or more of the following criteria, it will be considered an incomplete claim: missing any information requested in the online claim form, missing invoice, invoice with ineligible date, ineligible trade-in product and/or trade in product not shipped within the 30 day limit. If the trade-in product specifications or condition differs materially from that which is described, the trade-in rebate amount will be adjusted as stated in the promotion terms and conditions.

Solution Provider Claiming on Behalf of the End-user

Solution providers may submit claims on behalf of their end-user customer by following the same end-user claim process outlined above. Sony will not compensate solution providers for discounts that exceed the promotion trade-in rebate value. The Sony Trade Up & Go Pro 4 Promotion is an end-user customer promotion and the entire trade-in amount must be passed on from the solution provider to the end-user. Participating in the Sony Trade Up & Go Pro 4 Promotion indicates that the end-user customer agrees that its solution provider, not Sony, is solely responsible for any negotiated sums exceeding the trade-in rebate values approved in the Sony Trade confirmation email. Solution providers must submit to Market Velocity the trade-in product(s) that was provided by end-user customer. Solution providers may not substitute other trade-in product(s) or submit trade-in product(s) not owned by end-user customer.

Solution providers must accurately state trade-in product(s) specifications and condition. If the trade-in product specifications or condition differs materially from that which is described, the trade-in rebate amount will be adjusted as stated in the promotion terms and conditions.

Claim Dispute

Disputes for rejected claims must be submitted within 30 days of date of claim rejection. Each end-user will be limited to one resubmission. To dispute a claim, end-users should contact Sony Trade-In Program customer service at (888) 309-2944 or email sonycustomerservice@marketvelocity.com. In the event of any questions or interpretation of the terms and conditions listed in this promotion, the decision of Sony will be final.

Other Terms and Conditions Including Change/Cancellation

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, trade-ins or rebate checks lost, damaged, or delayed in transit unless Sony has been negligent. Submitted materials and trade ins become Sony property and will not be returned. Products for which rebate is claimed may not be returned (limited warranty claims excluded). Offer valid only in the United States, excluding territories. Offer not valid on refurbished, open-box, returned products, or demonstration products purchased on trade. This promotion may be mixed with other promotions. Sony may change or cancel this promotion at any time.