

Announcing the Sony It's Your Choice Mail-in Rebate

Choose cash back up to \$100 or a replacement lamp (up to a \$399 value based on MSRP).



The choice is yours. Simply purchase one of the Sony Business Projectors listed below between October 1, 2008 and December 31, 2008 and you can choose one of two mail-in rebate options – up to \$100 cash back or a replacement lamp at no additional charge (up to \$399 value based on MSRP).¹

| Product | Inventory Class | QTY Limit | You can choose one of the following rebates: | |
|-----------|-----------------|-----------|---|---|
| | | | Cash Rebate Per Unit (not to exceed 10 units) | Replacement Lamp at no additional charge (not to exceed 10 units) |
| VPL-EX5 | "A" | 10 | \$50 | LMP-E190 |
| VPL-EX50 | "A" | 10 | \$50 | LMP-E190 |
| VPL-EW5 | "A" | 10 | \$50 | LMP-E190 |
| VPL-CX100 | "A" | 10 | \$100 | LMP-C200 |
| VPL-CX120 | "A" | 10 | \$100 | LMP-C200 |

3 easy steps to receive your mail-in rebate:

1. Purchase one or more eligible Sony Business Projectors during the promotion period.
2. Fill out online rebate claim form at sony.com/ChoiceRebate. If you do not have Internet access, complete the manual claim form on the back.
3. Send printout of completed online form, entire ORIGINAL UPC product code label(s) from the box(es) of the projector(s) purchased, and copy(ies) of purchase invoice(s) from reseller to Sony Awards Headquarters at provided address, postmarked no later than January 31, 2009.

1. Quantities limited to one rebate per product purchased not to exceed 10 rebates per product purchased per customer, subject to applicable law.

It's Your Choice Mail-in Rebate

Promotion Period: October 1, 2008 through December 31, 2008

Manual claim form to be used by customers without Internet access.

I. Product/Rebate Information:

1. Eligible Product Purchased*: VPL- _____

2. QTY Purchased*: _____

3. Choose Mail-in Rebate Option*:

- Cash Rebate x _____ QTY= _____ Total Cash Rebate
- Replacement Lamp Rebate x _____ QTY= _____ Total Replacement Lamp QTY

II. Customer Information:

First Name*: _____

Last Name*: _____

Email*: _____

Address*: _____

City*: _____ State*: _____ Zip Code*: _____

Phone No.*: _____

Business Name: _____

Business Type: _____

Business Title: _____

*All fields required except Business Name, Business Type and Business Title.

____ I do not wish to receive any information from Sony Electronics Inc. about products, services, premium programs, contests and offerings that may be of interest to me.

III. Mail:

Send completed claim form, entire original UPC product code label(s) from the box(es) of the projector(s) purchased, and copy(ies) of purchase invoice(s) from the reseller to Sony Awards Headquarters:

Sony Awards Headquarters
Offer 080456A
PO Box 100478
White Bear Lake, MN 55110-0478

Rebate checks and/or premium items will be issued in the name of the business or person purchasing the eligible product which, if applicable, must match the submitted purchase invoice from reseller. Paperwork must be postmarked no later than January 31, 2009.



Terms & Conditions:

All claims must be submitted online and postmarked no later than January 31, 2009. All claims that do not have all of the required backup information by this date will be rejected.

Disputes for rejected claims must be submitted within 30 days of date of claim rejection. Each customer will be limited to one resubmission. To dispute a claim, customer should contact Sony Reward Headquarters at (866) 881-1114 or at sonycs@rebate-zone.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.

Customer should allow 8-10 weeks following Sony's receipt of properly completed rebate submission for rebate check or replacement lamp. Limit one rebate per product purchased by customer (not for resale) not to exceed 10 rebates per product purchased per customer, subject to applicable law. Rebate check/replacement lamp will not be delivered to PO Boxes. If rebate check is not cashed within 90 days of issuance, it will be void, and customer will not be entitled to receive any rebate. Rebate checks will be issued in the name of the business or person purchasing the eligible product which, if applicable, must match the accompanying invoice/evidence. 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, rebate checks or replacement lamps lost, damaged, or delayed in transit unless Sony has been negligent. Submitted materials become Sony property and will not be returned. Products for which rebate is claimed may not be returned (limited product warranty claims excluded). Offer valid only in the continental United States, Alaska and Hawaii, excluding territories. Offer not valid on refurbished, open-box, or returned products, or demonstration products. Sony reserves the right to modify or cancel this offer at any time.