



Notice for Sony BRAVIA LCD HDTV

Posted: 10/11/2011

Models: KDL-40V3000, KDL-40VL130, KDL-40W3000, KDL-40WL135, KDL-40XBR4, and KDL-40XBR5

Dear Valued Customer,

It has come to our attention through reports in Japan that in rare cases a particular component incorporated in certain models of 40" BRAVIA LCD HDTV [Model Nos. KDL-40V3000, KDL-40VL130, KDL-40W3000, KDL-40WL135, KDL-40XBR4, and KDL-40XBR5] was damaged and as a result, may overheat and at times ignite inside of the television. This could possibly result in a hole at a part of the cabinet ceiling. We have no reports of any resulting damages to other property or bodily injuries.

We know our customers choose Sony based in large part to the trust associated with our brand and the products and services we so strongly stand behind. We will not take your trust for granted and are committed to addressing this issue proactively.

Beginning immediately, Sony offers all customers of the affected models [Model Nos. KDL-40V3000, KDL-40VL130, KDL-40W3000, KDL-40WL135, KDL-40XBR4, and KDL-40XBR5] a free evaluation for the covered product. If you have any covered product unit, please visit www.updatemytv.com to schedule a dedicated service technician to perform an evaluation.

When a request is made, Sony's service representative will promptly visit and evaluate your television, and repair it at no charge if an affected component is found.

IMPORTANT: In the meantime, if you have a covered television and if you notice any abnormality in your TV unit and its performance (e.g.; unusual noise, unusual smell, or smoking), please immediately turn the unit off, unplug the cord, cease using the TV, and contact us. We have confirmed that the symptoms do not occur when power is off.

You can confirm the model number of your TV by looking at the label on the rear of the television . Additionally, the model number can be found on your warranty card. If your television is one of the models identified above, please contact us at your earliest convenience at www.updatemytv.com or toll-free at **(888) 868-7389** to schedule your free evaluation.

Sincerely,

Brian M. Siegel
Vice President, Television
Sony Electronics Inc.