



Selling Sony Media can be a rewarding experience.

Reseller Rewards* gives resellers another great reason to sell Sony Data Media products by offering debit card reward dollars for each piece of eligible Sony Data Media you sell. Reseller Rewards joins our end-user program, Media Rewards, in rewarding channel partners and end-users for their continued loyalty to Sony.

The program is easy and is open to sales representatives of Sony Data Media Resellers who achieve quarterly sales of \$15k or more of Sony Storage Media product. Purchases must be made from authorized distributors, and sales representatives must have permission from the reseller to participate in 3rd party incentive programs. Resellers who meet the criteria are invited to request a unique identifying number either through their Distributor or via the Reseller Rewards website at sony.com/ResellerRewards.

Once enrolled, Reseller sales representatives will receive a debit card after the first claim is approved and processed, which can be used for purchases wherever major credit cards are accepted. After selling Sony Data Media, participants simply log on to the site, enter a claim and provide the necessary back-up. After the claim has been approved, the appropriate reward amount will be deposited onto the debit card. Special point-earning opportunities will also be communicated throughout the program!

Please be sure to contact your Distributor ASAP or visit us at sony.com/ResellerRewards for complete program details.

Category	Product/Model Description
LTO Ultrium™	LTO-5 (LTX1500G, LTX1500G/BC, 20LTX1500G, 20LTX1500G/BC, LTX1500W, LTX1500W/BC) LTO-4 (LTX800G, LTX800G/BC, 20LTX800G, 20LTX800G/BC, LTX800W, LTX800W/BC) LTO-3 (LTX400GWW, LTX400G/BC, 20LTX400G, 20LTX400G/BC, LTX400WWW, LTX400WBC) LTO Cleaning Cartridge (LTXCLWW, LTXCL/BC)
DAT	DAT320 (DGDAT320)

*Reseller Rewards dollars are issued in the form of a debit card which is not redeemable for cash.

Sony Media Reseller Rewards Program Information

How does the program work?

- Eligible Reseller Sales Representatives earn dollars for selling qualifying Sony Data Media products to end-users. Please see www.sony.com/ResellerRewards for program details.
- The qualifying media must be purchased from Sony or authorized distributors. Current authorized distributors are: Accutech, Digital Storage Inc., Digitek, Ingram Micro, Tech Data, United Stationers/Azerty and S. P.Richards/Horizon USA.
- End-users must be located in the continental U.S. or Alaska.
- Eligible Reseller Sales Representatives must enroll to receive their Storage Media debit card, which can be used for purchases where major credit cards are accepted. This card will have the reward amounts deposited based on submission of eligible claims. The Storage Media card will be mailed as soon as funds are earned.
- Claims must be submitted within 60 days of the date of the sale. Claims must be accompanied by a valid proof of sale with the representative's name clearly listed.
- All taxes on reward amounts earned are the responsibility of the recipient sales representative.

Who can participate?

Reseller Rewards is open to Sales Representatives of Sony Data Media Resellers that meet the following criteria:

- The Reseller's previous calendar quarter's Sony Data Media purchases must meet or exceed \$15k (to be verified by POS; calendar quarters include Jan-Mar, Apr-Jun, Jul-Sept, Oct-Dec). Eligibility will be reviewed on a quarterly basis.
- The Reseller Sales Representative must have permission from the Reseller to participate in a 3rd party incentive program. Requests by a Reseller to review claims and earnings of a participating employee in the Reseller Rewards program will be honored by Sony Data Media.
- The Reseller Sales Representative does not participate in any other Sony Data Media incentive program.
- The Reseller Sales Representative must be a resident in the continental U.S. or Alaska and 18 years or older.
- The Reseller must be located within the continental U.S. or Alaska.

How does the debit card work?

- Your card will automatically be mailed to you once you have your first earnings in the program.
- Once you have sent in your invoice and backup with your claim confirmation sheet, Program Headquarters will approve the claim and your earnings will be on your card and ready for you to spend the next business day!
- Check your balance 24 hours a day, 7 days a week at www.rewardsdetail.com. Enter your card number as your username and Access Key (last four digits of your SSN). View your transaction detail and available balance.
- Spend your hard-earned Sony Reseller Rewards dollars at any of the 20 million locations worldwide VISA is accepted.
- You can also use your card at any ATM that accepts VISA (ATM fees and charges do apply. See your card terms and conditions for more details).

Claim verification & auditing:

- From time to time, audits of specific claims for verification of purchase and compliance of sales rules may be done. Failure to comply with audit request and/or failure to supply requested backup documents related to purchase or sales of claimed sold product may have the specific claim canceled from the participant's claim request.

Changes to program:

- Sony reserves the right to modify or cancel this program at any time.