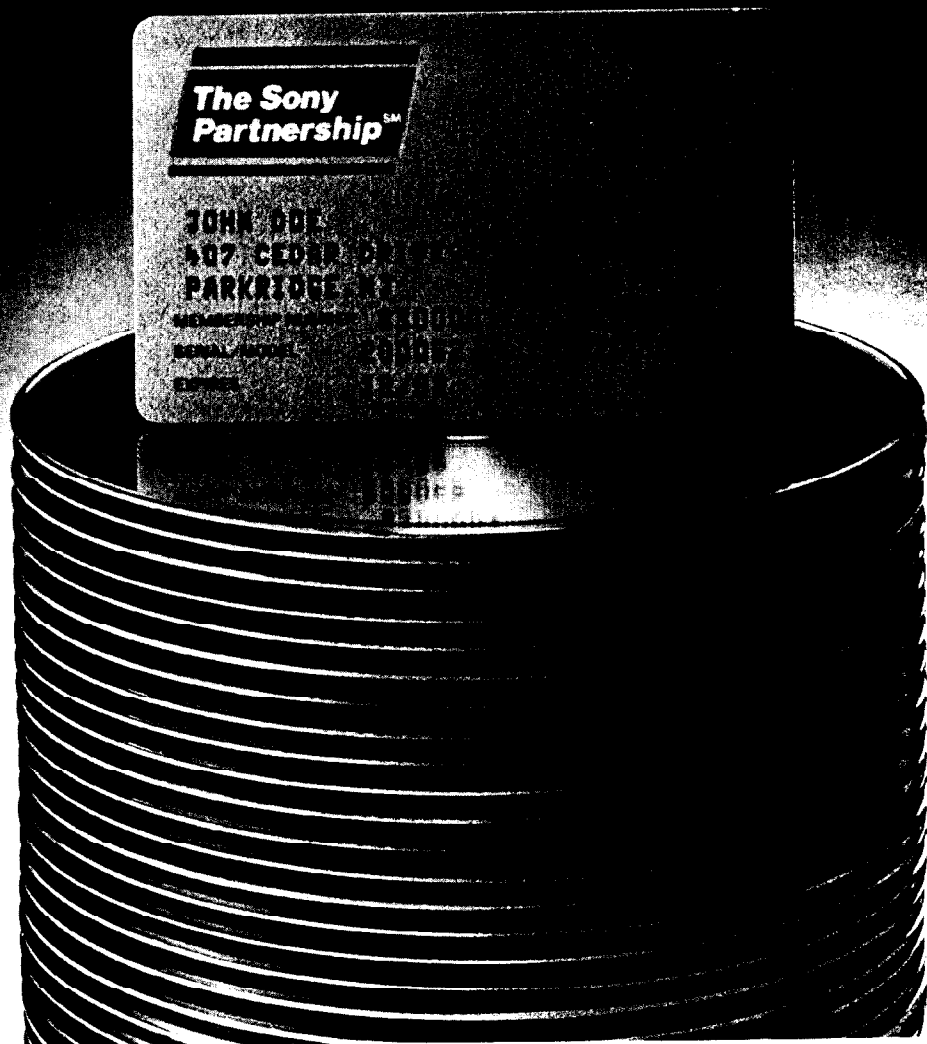


**EXTENDED PROTECTION
PROGRAM INSIDE**

**The most
important component
for your new Sony
compact disc player
is something
you'll never hear.**



I. Our 2-year Audio Protection Program is specifically designed for your sound investment.

Congratulations are in order. You are now the proud owner of a Sony Compact Disc Player. According to High Fidelity Magazine, it's the "most fundamental change in audio technology in eighty years."

We at Sony are very excited about being the leading force in this new era of audio. But there's more to great inventions than just solving complex engineering problems. There's a human side.

We believe you shouldn't have to worry about whether the new technology you're purchasing today will develop unforeseen problems in the future. That's why we've created, in conjunction with our research and development departments, a program whereby you can protect your investment—even enrich it, too.

It's called The Sony Partnership,SM and the very first benefit of membership is a two year extended protection program on all parts and labor. That means you're covered for 3 full years. The cost is surprisingly low. In fact, if we were only protecting your CD Player it would still be a sound investment at \$79.95.

But that's just the beginning. You see, The Sony Partnership isn't just an extended protection program. As you will discover, it's a comprehensive program of care and maintenance, accessories you can

purchase at member-only discounts, a free Sony CD Jazz Sampler, and a whole lot more. Read on to see what else is in store when you join.

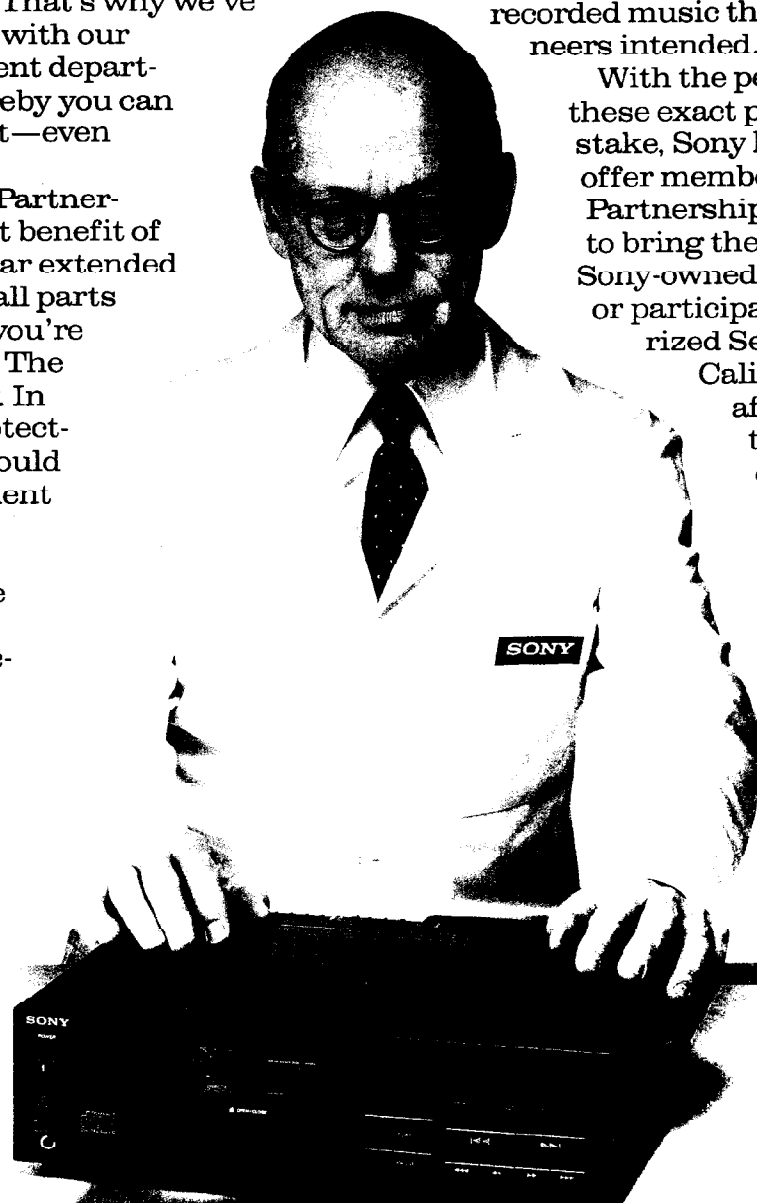
II. A Free Calibration Clinic to ensure your player performs the way it was designed.

1/16,000 of an inch. That's the disc track pitch of a typical digital audio compact disc. While playing, it rotates, (counterclockwise) between 500 and 200 rpm. All the while being "tracked" by a laser beam that measures a mere 1.7 microns (one micron is one millionth of a meter)!

These are all system specifications of the compact disc format. Specifications that ensure you'll always hear digitally recorded music the way Sony engineers intended.

With the performance of these exact parameters at stake, Sony has decided to offer members of The Sony Partnership the opportunity to bring their units into a Sony-owned Service Center, or participating Sony Authorized Servicer for a free Calibration Clinic after one year from the date of purchase.

Sony trained technicians in the field of digital audio will test your player and measure its performance to its original factory specifications. And



if they should find any deviations, however slight, they will fine tune and adjust it properly.

When you return the enclosed membership application you will receive by return mail The Sony Partnership Mailback Kit. Inside you'll find a coupon for the Free Calibration Clinic which you can redeem after one year of in-home use.

III. Only The Leader in Digital Audio™ could offer this.

Before we developed the Compact Disc Player, Sony invented digital audio processing. Sony also established the industry standards that are most responsible for the remarkable sound of the compact disc—the 16-bit linear quantization system.

And we developed the world's widest range of professional recording equipment, too, including the system that's responsible for mastering every compact disc on the market today.

We've also developed some of the most exciting CD software available.

If you choose to become a member we'll send you a digitally recorded CD Jazz Sampler™.

Sit back and enjoy legendary jazz artists in a whole new way. Hear the hissing of a "Sizzler" cymbal, bass riffs that sound like you're there—in the club, and more.

IV. Accessories you can buy at prices reserved for members-only.

If you want to fully appreciate your new Compact Disc Player without disturbing the neighbors you'll want to own a pair of



our Dynamic Stereo Headphones, specifically designed for digitally recorded music. They'll come in handy those times you want to listen solo.

As a member of The Sony Partnership, you can buy accessories at substantial savings over their retail price tags.

To order you'll need only to make a toll-free call. It's that simple.

You'll also be able to order any accessory for any other product Sony makes. Just call 800-222-SONY or 201-930-7669.

And as we develop more products for your CD player we'll offer them to members immediately, at the same great discount prices.

V. And you're eligible for all the other benefits of The Sony Partnership.

The Sony Partnership is a broad program, including purchasers of Trinitron® televisions, Betamax® video recorders, compact disc players, 8mm video equipment, and more.

The Sony Partnership is constantly coming up with new benefits for its members. Benefits you'll thoroughly enjoy when you join.

For example, as a member, you can rent the latest Sony video equipment. All the equipment is waiting for you at your Sony-owned Service Center, at rates that are very attractive.

VI. How to become our partner.

Fill out and return the attached postage paid Membership Application within 90 days from the date you purchased your Compact Disc Player.

A copy of your sales receipt must be attached. Include your check, money order, VISA or Mastercard number for \$79.95.

Your Partnership Kit will be sent to you by return mail.

VII. We're as Close as a Toll-Free Call Away.



That's right. If you need to know anything about The Sony Partnership call our number 800-222-SONY or 201-930-7669.

We'll tell you the name of the nearest Sony Service Center or Authorized Sony CD Dealer or answer any other questions you might have about your benefits as a member.

VIII. Recap of benefits.

1. 2-Year extended Protection Program on all parts and labor—Giving you A Full 3 Years of Coverage!
2. Free Sony CD Player Calibration Clinic.
3. Free CD Jazz Sampler.
4. Member-only discounts on Compact Disc Accessories and any accessories for any other product Sony makes.
5. Member-only discounts on video equipment rentals.
6. A toll-free hotline to The Sony Partnership for help or information.
7. A nation-wide network of Sony Service Centers, with over 1,000 locations of participating authorized Sony CD dealerships, too.

What's not Covered by The Sony Partnership. The Sony Partnership was created for the benefit of consumers in their homes; those using Sony equipment for professional, commercial or industrial use are neither covered by this plan nor eligible for any of its services, discounts, purchases or rentals. Service benefits under The Sony Partnership do not cover damage (including rust, corrosion, or other product failures) due to causes beyond Sony's control, such as theft, fire, flood, wind, lightning, freezing, power reduction, abuse, misuse, intentional damage or failure due to unusual atmospheric conditions. This agreement is void immediately if the product or any portion thereof has been subjected to the above conditions and/or the serial number has been altered or removed or if the unit or its parts have been adjusted or serviced by any persons other than Sony-owned or Authorized CD Service Centers. This agreement sets forth the entire agreement between both parties and no representation, promise or condition not contained herein shall modify its terms. This agreement will remain in effect until the expiration date indicated and may be cancelled upon written request by either party to the other. This agreement is subject to change without notice.

Cut along dotted line. Enclose in an envelope and send to: The Sony Partnership, P.O. Box 2841, General Post Office, New York, N.Y. 10116



Application Form

Name _____

Address _____

City _____ State _____ Zip _____

Home Phone _____

Business Phone _____

Model # _____

Serial # _____

Date Purchased _____

Yes, enroll me, enclosed is my check made payable to The Sony Partnership.

3 Yr. Protection Plan	\$79.95
Applicable Sales Tax*	\$ _____
Total Amount Enclosed	\$ _____

Charge instead to: Visa Mastercard Expires _____

Account Number

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Signature _____ Date _____

SONY®
The Leader in Digital Audio

* Applicable sales tax must be added in AZ, AR, DC, FL, HI, IA, KS, LA, MS, NJ, NY, OH, OK, PA, TN, TX, UT, VA, WA, WI.