

DATE:

MARCH 1, 1999

98-0785

TO:

GENERAL RESELLERS

FROM:

DAVID LONGENDYKE

SUBJECT:

MEDIA PRICE CHANGE

Effective April 1, 1999 the following changes in reseller pricing will take effect for Sony Digital Photography's line of photorealistic print media.

| Product Name | FORMER Suggested List Price | NEW Suggested List Price | FORMER Reseller Price Qty | NEW Reseller Price Qty | Effective Date |
|-----------------|-----------------------------|--------------------------------|---------------------------------|------------------------------|-------------------|
| UPC2010/2 | \$125.00 | \$125.00 | 1-4 \$88.00 | 1-4 \$88.00 | April 1 |
| | | | 5-19 \$84.00 | 5-24 \$84.00 | |
| | | | 20-124 \$81.00 | 25-124 \$81.00 | |
| | | | 125+ \$78.00 | 125+ \$78.00 | |
| UPC2020/2 | \$122.00 | \$122.00 | 1-4 \$80.00 | 1-4 \$80.00 | April 1 |
| | | | 5-19 \$77.00 | 5-24 \$77.00 | |
| | | | 20-124 \$76.00 | 25-124 \$76.00 | |
| | | | 125 \$75.00 | 125 \$75.00 | |
| UPC2040A | \$115.00 | \$120.00 | 1-5 \$84.00 | 1+ \$90.00 | April 1 |
| | | | 5-19 \$76.00 | | |
| | | | 20-124 \$73.00 | | |
| | | | 125+ \$70.00 | | |
| UPC1010 | \$74.00 | \$74.00 | 5-15 \$51.00 | 5-20 \$51.00 | April 1 |
| | | | 20-120 \$49.00 | 25-120 \$49.00 | |
| | | | 125+ \$47.00 | 125+ \$47.00 | |
| UPC1020 | \$74.4 | \$81.00 | 5-15 \$53.50 | 5-20 \$58.00 | April 1 |
| | | i | 20-120 \$49.22 | 25-120 \$54.00 | |
| | | | 125+ \$44.98 | 125+ \$51.00 | |
| 20UPC1010 | \$1,410.00 | \$1,410.00 | 1-4 \$960.00 | 1-4 \$970.00 | April 1 |
| | | | 5-24 \$900.00 | 5-24 \$910.00 | |
| | | | 25-49 \$865.00 | 25-124 \$875.00 | |
| | | | 50-99 \$825.00 | 125+ \$795.00 | |
| | | | 100+ \$785.00 | | |

| Product | Suggested | NEW Suggested | FORMER Reseller | NEW Reseller | Effective |
|-----------------|-----------------|------------------|-------------------------------|----------------------------------|---------------|
| Product Name | List Price | List Price | Price Qty | Price Qty | Date |
| 10APU10T | \$900.00 | \$1,010.00 | 1-3 \$675.00 | 1-4 \$755.00 | April 1 |
| | | | 4+ \$640.00 | 5+ \$720.00 | - |
| 10UPC3050 | \$875.00 | \$950.00 | 1+ \$725.00 | 1-4 \$785.00 | April 1 |
| | | | | 5+ \$725.00 | |
| UPC3010 | \$96.00 | \$105.00 | 1-9 \$70.65 | 5-24 \$77.00 | April 1 |
| | | | 10-49 \$65.67 | 25-124 \$70.50 | |
| | | | 50+ \$62.62 | 125+ \$65.00 | |
| UPC3020 | \$90.00 | \$95.00 | 1-9 \$65.10 | 5-24 \$71.00 | April 1 |
| | | | 10-49 \$62.63 | 25+ \$66.00 | |
| | | | 50+ \$59.74 | | |
| UPC5010A/2 | \$125.00 | \$125.00 | 1-9 \$99.00 | 5-24 \$99.00 | April 1 |
| | | | 10-14 \$98.00 | 25-124 \$93.00 | |
| | | | 15+ \$93.00 | 125+ \$91.00 | |
| UPC5020A | \$140.00 | \$160.00 | 1-9 \$113.00 | 5-24 \$123.00 | April 1 |
| | | | 10-14 \$108.72 | 25-124 \$118.00 | |
| | | | 15+ \$104.43 | 125+ \$109.00 | |
| 10UPC5010S | \$1,075.00 | \$1,075.00 | 1-24 \$670.00 | 1-24 \$670.00 | April 1 |
| | | | 25-99 \$640.00 | 25-124 \$640.00 | |
| 11007044 | 2050.00 | 2005.00 | 100+ \$610.00 | 125+ \$610.00 | |
| UPC7011 | \$250.00 | \$265.00 | 1+ \$189.00 | 1+ \$200.00 | April 1 |
| UPC7021A | \$245.00 | \$265.00 | 1+ \$185.00 | 1+ \$200.00 | April 1 |
| UPC7031/2 | \$436.00 | \$460.00 | 1+ \$345.00 | 1+ \$365.00 | April 1 |
| UPC8811 | \$210.00 | \$231.00 | 1-24 \$158.00 | 1-4 \$173.00 | April 1 |
| | | | 25+ \$155.00 | 5-24 \$172.00 | |
| UPC8817 | 6000.00 | 6245.00 | 1.04 0100.00 | 25+ \$170.00 | |
| UPC8817 | \$230.00 | \$245.00 | 1-24 \$180.00 | 1-4 \$190.00 | April 1 |
| | | | | 5-24 \$187.00 | |
| UPC8821 | \$240.00 | \$295.00 | 1+ \$185.00 | 25+ \$183.00 1+ \$220.00 | April 1 |
| <u> </u> | | | . | | April 1 |
| UPC8841A | \$175.00 | \$175.00 | 1+ \$131.00 | 1-24 \$131.00 | April 1 |
| | | | | 25-124 \$122.50 | |
| LIDOZAA | £420.00 | C425.00 | 4.24.600.00 | 125+ \$115.50 | A = -11 d |
| UPC741 | \$130.00 | \$135.00 | 1-24 \$98.00 25-99 \$95.00 | 1-24 \$105.00 25-124 \$101.50 | April 1 |
| | | | 100+ \$91.00 | 125+ \$98.00 | |
| UPC747 | \$145.00 | \$168.00 | 1-24 \$104.00 | 1-24 \$118.00 | April 1 |
| 2. 3. ,, | Q 140.00 | <u> </u> | 25-99 \$103.00 | 25-124 \$114.00 | , /PIII I |
| | | | 100+ \$101.00 | 125+ \$110.00 | |

Media Price Change Page Three

If you have any questions please contact your Son, Account Manager

Good Selling.

David Longendyke

Narketing Manager, Digital Photography Broadcast and Professional Company

Bulletin

DATE:

MARCH 1, 1999

98-0786

TO:

GENERAL RESELLERS

FROM:

DAVID LONGENDYKE

SUBJECT:

INTRODUCTION OF 5UPC5510/2 DISCONTINUATION OF 5UPC5510

Sony Digital Photography is introducing the 5UPC5510/2 media pack to replace the 5UPC5510 media pack which has been discontinued. The 5UPC5510/2 media pack consists of the same product configuration as 5UPC5510: master carton containing: 5 ink ribbons (for 200 prints each) and 10 packs of UPC5510 print paper (100 each) - each master carton contains enough materials for 1000 prints. The new bulk pack utilizes more efficient carton packaging and remains at the same low price.

| Product Name | Brief Description | Suggested List Price | Qty. | Reseller Price | Available |
|-----------------|----------------------|-------------------------|------|-------------------|-----------|
| 5UPC5510/2 | UPC5510 - Bulk Media | \$1,035.00 | 1-4 | \$730.00 | Now |
| | | | 5-24 | \$695.00 | |
| | | | 25+ | \$660.00 | |

Features and specifications subject to change without notice.

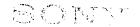
For further information please contact Sony Account Manager.

Good selling.

David Longendyke

Marketing Manager, Digital Photography Broadcast and Professional Company







DATE:

MARCH 1, 1999

98-0787

TO:

GENERAL RESELLERS

FROM:

DAVID LONGENDYKE

SUBJECT:

UP7200 PRICE CHANGE

Effective April 1, 1999 the following price change will take effect.

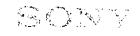
| Product Name | FORMER Suggested List Price | NEW Suggested List Price | FORMER Reseller Price Qty | NEW Reseller Price Qty | Effective Date |
|--------------|-----------------------------|--------------------------------|---------------------------------|------------------------------|-------------------|
| UP7200 | \$8,995.00 | \$9,300.00 | 1-4 \$7.050.00 | 1-4 \$7,250.00 | April 1 |
| | | | 5+ \$6,950.00 | 5+ \$7,150.00 | |

If you have any questions, please contact your Sony Account Manager.

Good Selling.

David Longendyke

Marketing Manager, Digital Photography Broadcast and Professional Company









DATE:

MARCH 1, 1999

98-0788

TO:

GENERAL RESELLERS

FROM:

DAVID LONGENDYKE

SUBJECT:

MEDIA PRICE CHANGE

Effective March 1, 1999 the following changes in reseller pricing will take effect for Sony Digital Photography's line of photorealistic print media. There will be no price protection on these models.

| Product Name | FORMER Suggested List Price | NEW Suggested List Price | FORMER Reseller Price Qty | NEW Reseller Price Qty | Effective Date |
|-----------------|-----------------------------------|--------------------------------|---------------------------------|------------------------------|-------------------|
| UPC20S16 | \$230.00 | \$180.00 | 1-24 \$170.00 | 1-125 \$120.00 | 3/ 1/99 |
| | | | 25-99 \$168.00 | 125 \$110.00 | |
| | | | 100+ \$165.00 | | |
| UPC20S04 | \$230.00 | \$180.00 | 1-24 \$170.00 | 1-125 \$120.00 | 3/1/99 |
| | | | 25-99 \$168.00 | 125 \$110.00 | |
| | | | 100+ \$165.00 | | |
| UPC20S01 | \$230.00 | \$180.00 | 1-24 \$170.00 | 1-125 \$120.00 | 3/1/99 |
| | | | 25-99 \$168.00 | 125 \$110.00 | |
| | | | 100+ \$165.00 | | |

If you have any questions, please contact your Sony Account Manager.

Good Selling,

David Longendyke

Marketing Manager, Digital Photography Broadcast and Professional Company