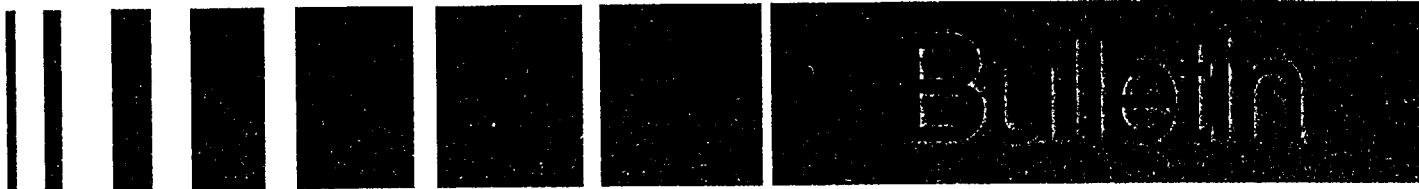


Broadcast and
Professional Group



DATE: APRIL 1, 1999 99-0068

TO: GENERAL RESELLERS

FROM: DAN TOBIN

SUBJECT: PRICE CHANGE(S) EFFECTIVE APRIL 1, 1999

Product Name	FORMER Suggested List Price	NEW Suggested List Price	FORMER Reseller Price	NEW Reseller Price Qty 1-3	NEW Reseller Price Qty 4-24	NEW Reseller Price Qty 25+
DSR-200A	\$5,800	\$5,200	\$4,295	\$3,850	\$3,812	\$3,735
PACDSR-200A	\$7,300	\$6,550	\$5,350	\$4,725	\$4,678	\$4,583

Sony is strengthening its DVCAM commitment by lowering the price of DSR-200A ! These lower prices will enable you to better position the DSR-200A and the PACDSR-200A for your event videography customers.

Note: For existing Reseller inventory a 30 days retroactive price protection applies for existing inventory that was invoiced by SONY during the 30 days preceding this promotion.

Good selling !

Dan Tobin
Marketing Manager, Acquisition Systems
Broadcast and Professional Company