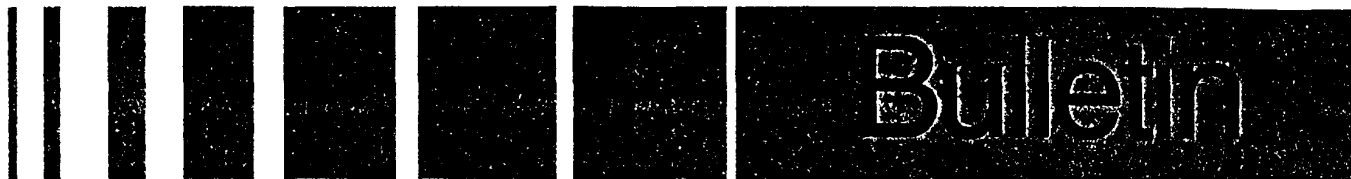


Broadcast and  
Professional Group



**DATE:** MAY 1, 1999 99-0126

**TO:** GENERAL RESELLERS  
CIS A/V CONTRACTORS  
CIS A/V RETAILERS  
CIS PRO GROUP RESELLERS

**FROM:** DIANNE JACOBS

**SUBJECT:** KLW SERIES PRICE REDUCTION

Sony is pleased to announce a price decrease on the following 16:9 LCD Rear Screen Projection Displays:

***KLW Series...***

<b>KLW-7000/B</b>	<b>NEW PRICE</b>	<b>OLD PRICE</b>
<b>Estimated Street Price*</b>	<b>\$2,000.00</b>	<b>\$4,499.99</b>
<b>Reseller Price</b>	<b>\$1,640.00</b>	<b>\$3,690.00</b>
<b>KLW-9000/B</b>	<b>NEW PRICE</b>	<b>OLD PRICE</b>
<b>Estimated Street Price*</b>	<b>\$2,500.00</b>	<b>\$5,499.99</b>
<b>Reseller Price</b>	<b>\$2,050.00</b>	<b>\$4,510.00</b>

***KLW Bulb Accessory...***

<b>XL-100U</b>	<b>NEW PRICE</b>
<b>Estimated Street Price*</b>	<b>\$399.99</b>
<b>Reseller Price</b>	<b>\$280.00</b>

*\*Price listed is an estimated U.S. retail selling price. Actual retail selling price may vary.*

**PRICE PROTECTION**

Existing Reseller inventories will be handled according to standard price protection policy.

For further information about the KLW Series Price Reduction, please contact your local Sony Account Manager.

Good Selling.

Dianne Jacobs  
Marketing Manager, Display Products  
Broadcast and Professional Company