



DATE: JUNE 28, 2004 04-0289

TO: DIRECT SALES PERSONNEL
GROUP ONE SALES REPRESENTATIVES

FROM: TOM MYKIETYN

PROMOTION: SPECIFIC CONTENT CREATION PROMOTIONS EXTENDED TO Q2

Please be advised that the following Promotions from Q1 and being extended for Q2 (June 28, 2004 - September 27, 2004). Please refer to each original promotion bulletin for individual terms and conditions.

04-0008	HDCAM® VTR & BVM-D24 MONITOR PAC
04-0009	SRW-5000 & BVM-F24 MONITOR PAC
04-0010	HDW-M2000/1 & BVM-D24 PAC
04-0133	HDW-F900 GETS JAZZED
04-0139	HDW-730PAC5 AND HDW-750PAC5
PROMOTION PERIOD: June 28, 2004 through September 27, 2004	

Any backorders from Q1 that ship during Q2 will qualify.

Please contact your Sony account manager with any questions that you may have about these promotions.

Good Selling!

Tom Mykietyn
Director of Marketing
Content Creation Systems
Broadcast Products and Systems Division