Claim form

| Please tick to confirm how you would like to receive your VAT back Via cheque (cheques will be made payable to the claimant named on this form) |
|--|
| Via BACS transfer (please supply your bank account details below) |
| Account name: |
| Sort code: |
| Account number: |
| Please tick to show you have remembered to include: |
| All relevant serial numbers |
| Original sales receipt(s) |
| European Guarantee Information Document |
| Please tick here to confirm you agree to the Terms and Conditions of this promotion |
| Signature |
| |
| |

Your data

Personal information which you supply will be processed by Sony United Kingdom and Ireland, a division of Sony Europe Limited, and its third party service provider for the purposes of administering this promotion.

If you agree, we would also like to use this information to advise of offer and supply products and services which may be of interest to you from (Sony UK & Ireland. A division of Sony Electronics Ltd) and other Sony group companies worldwide.

Please tick here if you would like to hear from us

On your request to Sony United Kingdom and Ireland, a division of Sony Europe Limited your personal information that we hold will be provided, corrected, amended or deleted (as required by law).

If you have any questions regarding our use of your personal information, please email us at: privacy@eu.sony.com or call the Sony Customer Helpline on **0845** 6000124.

CHILDREN UNDER THE AGE OF 14 MUST OBTAIN PARENTAL OR GUARDIAN CONSENT BEFORE PROVIDING ANY PERSONAL DATA.

For more information on Sony's privacy statement, visit: http://www.sony.co.uk/pages/privacy/Privacy_statement_en_GB.html

Detach and return this form to:

Get the VAT back with Sony, PO Box 100, Diss, Norfolk, IP98 1SY.

How it works

It's simple. When you make a purchase between 28th October and 24th December, you'll pay full price at the till. You then need to fill in this form, making sure you have the serial number of the product you've bought, and send it along with your original receipt and the European Guarantee to the address provided. You'll then be sent a cheque or receive a BACS transfer after your claim has been validated, usually within 28 days of receipt.

Finding your serial number

The serial number can be found on the product and the packaging. Please ask a member of staff to help you find the correct number. Visit www.sony.co.uk/VATback for more information.



How much can you claim back?

VAT CALCULATION

To work out your saving:
Retail Price ÷ 1.175 = NET Price
Retail Price - Net Price = VAT Saving

For example: £1000 **÷ 1.175** = £851.06 £1000 **-** £851.06 = £148.94

VAT back saving = £148.94

Terms and Conditions

The promoter of the VAT Cashback Promotion (the "Promotion") is Sony UK and Ireland, a division of Sony Europe Limited ("Sony") based at The Heights, Brooklands, Weybridge, Surrey KT13 OXW. Please do not send claim forms to this address.

2. For the purposes of clarification, you will still pay VAT on your purchase and this will be accounted to HMRC by the retailer/
reseller in the usual monner. On receipt of your claim, if this is in order, Sony will provide you with a cheque for a sum which
equates to the VAT that you have paid when you purchased your Sony product, this will be the equivalent of 11 As 99% of the
purchase price (this shall be known as the "Cashback"). In calculating the value of the Cashback only the price of the Sony
product shall be used. All other costs or fees, for example (but without limitation) postage and packaging, delivery charges,
product shall be used. All other costs or fees, for example (but without limitation) postage and packaging, delivery charges,

installation charges shall be designed at the example (univinitial lithilation) posloge and packaging, delivery charges, installation charges shall be disregarded. By way of clarification: the price that you have paid in the UK includes VAT at the standard 17.5% rate; this is added to the 'net' or ex-VAT' price of your Sony product to give the price you paid. Of the overall price of the product VAT constitutes 14.89% not 17.5%.

How to Claim

3. Legal UK residents that purchased an eligible Sony product from an authorised Sony dealer/reseller located in the UK between 28 October 2010 and 24 December 2010 (inclusive) are entitled to submit a claim for their Casthock, saccessful claimants will have their Casthock paid by cheque or BACS payment. Cheques will only be made payable to the claimant and chaques will be issued in the currency used to pay for the products. BACS payments will only be paid into a UK bank account which is held in the name of the claimants should ensure that the currency of the account is the same as that used to pay for the product. Claims for Casthock on purchases made outside this timeframe will be rejected.

4. To claim your Cashback please send your completed claim form and the Sony product's serial number, together with your original printed sales receipt and European Guarantee Information Document (where supplied with your Sony product) to: Sony VAT Cashback Promotion, P.O. Box 100, Diss., Norfolk IP99 15Y.

5. All claim forms should be received by midnight on 31 January 2011. No claim forms will be accepted after this date.

6. The only limit on the number of Cashback claims that may be made is that no claimant may claim Cashback on more than two identical products (e.g. two identical BRAVIA® televisions).

7. Products included in the Promotion are:

PRAVIA* KDI.32EX403U, KDI.32EX503U, KDI.32EX713U, KDI.37EX403U, KDI.37EX503U, KDI.40EX403U, KDI.40EX503U, KDI.40EX13U, KDI.46EX403U, KDI.46EX603U, KDI.5EX503U, KDI.65EX713U, KDI.66EX703U, KDI.6EX703U, KDI.6DX803U, KDI.6DX803U, KDI.6DX803U, KDI.6DX803U, KDI.6EX703U, KDI.6EX703U,

8. The Cashback is only available on products which have been supplied and distributed by Sony to its authorised dealers/
resellers within the UK and Republic of Ireland. Please check with your dealer to ensure your product is eligible and that the
retailer is an authorised dealer/reseller before purchasing to avoid disappointment. Purchases from tax-free retailers (e.g. at
airports) are excluded from the Promotion. Purchases which form part of a package or bundle are also excluded from the
Promotion.

9. A Cashback claim cannot be validly made in respect of an item where a customer returns it to the retailer/reseller and receives a full refund.

10. Only claim forms accompanied by original printed sales receipts will be accepted. Handwritten receipts or photocopies of original sales receipts will not be accepted. We suggest you make copies of all documents before posting them and send claims via "recorded signed for" or "registered" post.

11. Proof of posting will not be accepted as proof of receipt. No responsibility can be accepted for claim forms lost, damaged or delayed in transit.

12. Illegible or altered claim forms will be deemed void, as will claim forms not completed in accordance with these Terms and Conditions.

13. Please allow 28 days for receipt of your cheque or BACS payment, where we are unable to meet this deadline then we will do so as quickly as possible thereafter. Should either your cheque or your BACS payment not arrive or should there be a problem with your cheque or BACS payment on receipt please call the hotiline on: 01379 649 499.

14. Your original printed sales receipt and European Guarantee Information Document (where supplied with your product) will be returned to you and if you have requested that your Cashback be paid by cheque then your cheque will accompany these documents.

15. The Promotion is not open to businesses which trade in Sony products. It is only open to those consumers and businesses which purchase products for their own use and not for resale.

16. It is the responsibility of the claimant to take good care of the cheque and process it whilst it is still valid. No replacement cheques will be issued. It is the responsibility of the claimant to provide correct bank account details for the BACS payment; Sony will not be responsible for BACS payments which are made using incorrectly supplied bank account details.

General

17. We reserve the right to withhold and/or refuse payment of the Cashback where we suspect that any false or fraudulent claim is being made or where a claim has been made which does not comply with these terms.

18. Cashback will only be paid to the first claimant per product serial number. All subsequent claims quoting the same product serial number will be rejected.

19. We reserve the right to withdraw the Promotion at any time without notice. All products are subject to availability

20. The Promotion is not available in conjunction with any other promotion

21. There is no credit or cash alternative to the payment of a Cashback.

22. Should you have any queries in relation to your claim, please phone us on: 01379 649 499.

23. All instructions given within this claim form are part of these Terms and Conditions.

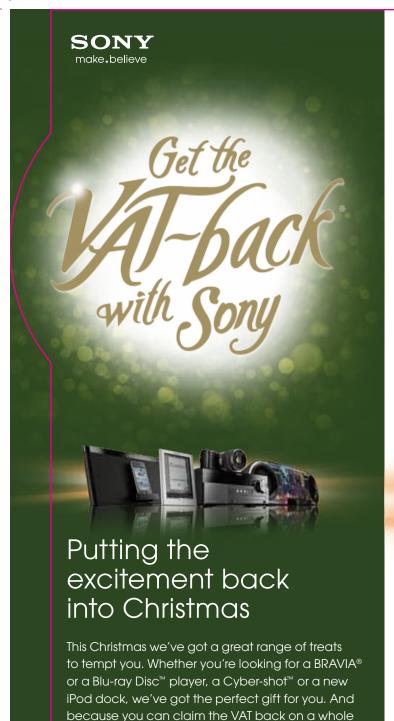
24. By claiming your Cashback, claimants will be deemed to have read and accepted these terms and conditions and Sony's privacy policy which is available at http://www.sony.co.uk/pages/privacy/Privacy_statement_en_GB.html

SONY make.believe



Claim the
VAT back on
a wide range
of Sony products
this Christmas

090370 IND Consumer leaflet DL V2.indd 1-5



range of Sony products, you can afford to make this

Christmas a time for generosity.

Cutting the price on cutting-edge technology products

Add some extra sparkle this Christmas with our fantastic festive offer. Claim your VAT back when you buy from a large range of popular products from Sony. Whether you're looking for a great gift for someone or you just fancy treating yourself, pop down to your local Sony stockist and find out more.

There are BRAVIA® HD TVs, Blu-ray Disc™ players, the very latest Handycam® and Cyber-shot™ cameras, and much, much more. Ask a member of store staff which products are included in our VAT-back offer?

Ask staff how much you could claim

Store staff will be able to tell you all about the amazing technology that goes in to all Sony products. And they can tell you how much VAT you can claim back too. So why not visit your nearest Sony stockist and see how much you could claim back. Alternatively, for more information on the promotion visit www.sony.co.uk/VATback.



Claim your VAT back on a wide range of products from Sony this Christmas

Claim form

To claim back the VAT on your new Sony product, simply fill in your details below then post this form, along with your original sales receipt(s) and the European Guarantee Information Document, which we'll return to you when we repay your VAT, to the address below before 31st January 2011. Your VAT can be repaid either by cheque or BACS transfer but must be made payable to the claimant named below in the personal details section.

Return this form to: **Get the VAT back with Sony**, **PO Box 100**, **Diss**, **Norfolk**, **IP98 1SY**.

We recommend all claims are sent **Registered Post** to avoid lost claims. For any questions please call our promotion hotline on **01379 649 999**

Your personal details

| Title | First name |
|-----------------------------|--|
| | |
| Surname | |
| | |
| (Cheques and BACS transfers | can only be made to the claimant named here) |
| Address | |
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| | |
| | |
| | |
| Postcode | |
| | |
| Phone/mobile | |
| | |
| Email address | |
| | |
| Date of birth (DD/MM/YYYY) | |

About your purchase

| (DD/MM/YYYY) | Date of purchase | 1 1 | 1 1 | - |
|--------------|------------------|-----|-----|---|
| | (DD/MM/YYYY) | | | |

| Store name and location |
|-------------------------|
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Please fill in the boxes below with the model code(s) and serial number(s) of the product(s) you have purchased

| you have purchased |
|--|
| Model code L L L L L L L L L L L L L L L L L L L |
| Model code L L L L L L L L L L L L L L L L L L L |
| Model code L L L L L L L L L L L L L L L L L L L |
| Model code L |
| Model code L L L L L L L L L L L L L L L L L L L |
| Model code |

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