



Sony Electronics
***Rewarding Recording®* Program**

PROGRAM REQUIREMENTS OVERVIEW

Prepared by: Sony Electronics Inc.
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**Sony Electronics
Rewarding Recording® Program
Program Requirements Overview
2003 Program**

I. Purpose of Document

This document contains a complete outline of Meridian's (MEC) and Sony's commitment to the operation of this program. It identifies each of the key areas of the program, including communications, enrollment, administration, customer service, fulfillment, reporting and any other essential program elements. This document will serve as a basis from which decisions on changing the program will be made and communicated.

II. General Information

A. Program Overview

Rewarding Recording® is a loyalty program designed to reward end-users for purchasing qualifying Sony Professional Media products purchased either directly from Sony or through an Authorized Sony Pro or Data Media Dealer. Participants in the program receive Rewarding Recording® Dollars as a percentage of their total purchases to redeem via the Sony Rewarding Recording® online catalog or for reimbursement for services, parts, etc. The primary objective of the program is to keep Sony Professional and Data Media products front and center with users so that when additional product is need they think, and buy, Sony. This program is a web-based program, available only by accessing www.sonyrewardingrecording.com.

B. Program Dates and Deadlines

Eligible Sales Dates: July 1, 2003 – June 30, 2004

Eligible Claim Cutoff Deadline: August 31, 2004

Redemption Deadline: August 31, 2004

Claim Process: Within 60 days of the invoice date.

Document Process: Within 30 days of online submission.

C. Program Phone/Fax Lines – Customer Service

Toll free customer service line: 1-866-322-7749

Fax line: 1-800-990-1915

The toll-free Customer Service hotline will be available to participants for program related questions. Customer Service will be able to answer all inquiries pertaining to the Rewarding Recording® program. Inquiries that Customer Service is unable to resolve will be forwarded to the Program Administrator or Account Manager for resolution.

Customer Service Representatives are available Monday through Friday 8:30 a.m. - 5 p.m. Central Time. Calls received after business hours or on weekends will get a voice message with instructions for leaving a message. Messages left on voice mail will be called the next business day.

The toll-free program fax line will be available to participants to fax required invoice back-up and other program related materials.

D. Participants

Approximately 20,000 Participants

E. Program Eligibility

In order to qualify for earnings in the program, participants must:

- Have access to www.sony.com/rewardingrecording
- Have a valid e-mail address
- Purchase a minimum of \$1,000 in eligible Sony Professional Media Products
- Become a participant via Sony approval

F. Award Earnings

Payout Structure

For each \$1 US purchased, a participant earns \$0.025 Rewarding Recording® Dollars (i.e. - \$10,000 purchased of eligible Sony Professional Media equals \$250.00 Sony Rewarding Recording® Dollars).

G. Award Options

Once a participant has purchased the minimum of \$1,000 in eligible Sony Professional Media Products, they are eligible to select items from the Rewarding Recording® Catalog.

Items include:

- Sony Professional Products (fulfilled by Sony)
- Sony Consumer Products (fulfilled by Sony)
- Sony Apparel (provided by Sony, fulfilled by MEC)
- Gift Card Rewards (provided by Sony, fulfilled by MEC)
- Sony Parts, Service or Training (check request fulfilled by MEC)

NOTE: There are no cash buy-ins allowed in the Sony Rewarding Recording® Program.

H. Eligible Products

Participants claim eligible Sony Professional Media products, determined and updated by Sony.

I. Award Index

Rewarding Recording® Dollars are valid until August 31 each calendar year for qualifying purchases made July 1 – June 30 of each calendar year.

III. Communications

E-MAIL BLASTS

- Monthly, Sony will provide information for an electronic newsletter to be sent to all participants with valid e-mail addresses.

E-MAIL SAMPLES - APPENDIX V

- New Member E-Mail
- New Member - Dealer Enrollment E-Mail
- Forgot Password E-Mail
- Reminder E-Mail

NOTE: The need of additional e-mail conditions to be added is under advisement.

IV. Enrollment Process

The enrollment process is outlined below for each type of program participant:

Online Participants

- Participants may join the Rewarding Recording® Program via online enrollment only
- Participants access the Rewarding Recording® website and click on the “My Account” link
- Participants can either click on the “Enroll Now” button or the “click here” link to access the enrollment (profile) page
- Participants complete the required information (name, title, company, address, phone, e-mail address, password and promotion code, if applicable)
- Participants create their own password that must be a minimum of four characters in length
- Participants can indicate whether or not they wish to receive additional information from Sony Electronics Inc.
- Once the participant clicks on “submit”, the Activate Account e-mail is sent to the address indicated. The participant is required to click on a link in the e-mail to access the website. The user can claim purchases at this time and has view-only rights to the online catalog.
- A Sony VIP approves the online enrollments once the account is activated.
- Once a Sony VIP approves the account, the user will have their personal account associated to the online catalog. At this time, the user receives a Welcome E-mail* containing username and password information.
- At this time, the participant has full access to the website.

Sony Authorized Dealer Participants

Members are automatically enrolled/updated through the participating Sony Professional Media Authorized Dealer as part of the electronic sales information transmitted to Meridian via FTP by that dealer.

- Monthly sales feeds can only include the previous month's sales.
- As part of the Monthly File Processing, net new accounts are created automatically when the Dealer file(s) is processed.
- A net new account must have a valid e-mail address to be created. 100% email compliance is mandatory. The dealer must notify Sony of all email changes.
- When a new account is created, the user receives a Welcome Dealer E-mail* containing username and password information at the e-mail address indicated on the file.
- Net new accounts are automatically approved and are not required to have Sony VIP approval to participate.

NOTE: Currently, there are six Sony Authorized Dealers: The Tape Company (TTC), Electric Picture Company (EPC), Innovative Business Products (IBP), Edgewise Media, VSA (Video Service of America), and Recording Media & Equipment (RM&E).

Sony Direct Sales File (DSF) Participants

Direct Accounts consist of members who purchase their eligible products directly from Sony.

- As part of the Monthly File Processing, net new accounts are created after Sony reviews the kickout file. When the DSF file is processed, approved accounts are added to the program
- A net new account must have a valid e-mail address to be created (provided by Sony)
- When a new account is created, the user receives a Welcome Direct E-mail* containing username and password information at the e-mail address indicated on the file.

NOTE: Sony has the authority to roll up/inactivate accounts at will.

Sony Historical Participants

- Historical participants represent those inherited as part of the Rewarding Recording® program with a previous vendor
- Historical Participants may or may not meet the enrollment requirements (i.e. – absence of valid e-mail address*), but are allowed to participate in the program

***Username is always the participant e-mail address unless otherwise specified by historical data or requested by Sony. Username and password information is NOT case sensitive (i.e. – users may log in using ALL CAPITAL LETTERS or all lower case letters or a CoMblnAtloN of both)**

V. Hierarchical Structure

- **Participant Levels**
 - 100-VIP
 - 200-Participant
 - 240-National
 - 250-Regional Manager
 - 300-District Sales Manager
 - 800-Company
 - 900-Guest
- **Participant Level Types**
 - Online (ONL)
 - TTC
 - EPC
 - DSF

VI. Claiming Process

Only claims entered on-line or claims received via approved Dealer or Direct Sales file will be accepted in the Rewarding Recording® program (no phone option).
The claiming deadline for any claim is 60 days from the invoice date.

The claiming process is outlined below for each type of program participant:

Online Participants

- Participants access their account and click on “Enter My Invoices”
- Participants read the claiming guidelines and update their profile information if necessary
- Participants click on “continue” and are able to view the online claim form
- Participants complete the required information on the claim form:
 - Dealer invoice number
 - Dealer Invoice date – **enter date cannot be more than 60 days after the invoice date** (can click on the calendar to select the date)

- Dealer name (list automatically populates when name or partial name is typed in). This list is determined by Sony and updated as necessary.
 - Model (from eligible product list provided by Sony and updated as necessary)
 - Quantity
 - Unit dollar amount (must be within price range provided by Sony and updated quarterly)
- Once the information is entered, participants click on the “add” button to add multiple line items for that invoice
- After all line items for the invoice are added, the participant clicks on the “submit” button
- The participant can then either choose to enter more invoices or view the claim confirmation page
 - If the participant chooses to enter more invoices, they are taken back to the claim form page
- When the participant chooses to view the claim confirmation page, they will see a page with all the claims entered for that day
- The participant is required to print the claim confirmation page and mail or fax that in with their invoice backup for approval
- Participants are sent a Backup Reminder E-mail the 5th and 10th days after the invoice is entered if backup is not received. **NOTE: New for 2003, claims will not expire until 30 days after the claim is entered and no backup is received as opposed to the original 12 days.**
- If no backup is received within 30 days from the day the claim is entered, a Claim Status E-mail is sent notifying the user that the claim will not be paid
- Rewarding Recording® Dollars are not issued until backup is received and approved by Program Headquarters
- Approved Rewarding Recording® Dollars are issued by MEC via overnight process. Each night, any claims that are indicated “approved” will change from “pending” to “approved” and Rewarding Recording® Dollars awarded. Furthermore, any participants with claims for which no backup has been received within 5 or 10 days will receive a reminder e-mail via the same overnight process.
- Once Rewarding Recording® Dollars are issued to the participant they are immediately available for redemption

BEGINNING APRIL 2004 – Ad Hoc Sony Authorized Dealer Participants

- Claims for Newly Authorized Dealer Participants are received via file feed by the 10th of each calendar month on to MECs FTP site
- The file feed for new Dealers must follow the requirements in Appendix VI
- Dealer Sales Files are processed within 48-72 hours of receipt (dependent upon receipt from Dealer)
- Records matched to existing e-mail addresses in the database will have claims applied to the account
- Records not matching any existing e-mail addresses in the database are considered new accounts and are automatically enrolled (see Enrollment Process above)
- Claims on the Dealer Sales Files are assumed to be valid and are not subject to system validation checks
- Authorized Dealer Participants can also claim sales as Online Participants (see procedures above)
- As of March 1, 2004, participants are not allowed to claim from dealers Edgewise and Innovative Business Product. Users will receive the following message when trying to claim from a dealer that sends files to MEC:
- As of April 1, 2004, participants are not allowed to claim from dealers RM&E and VSA. Users will receive the following message when trying to claim from a dealer that sends files to MEC:

"Thank you for your recent purchase of Sony® media. We are pleased to announce that your purchases of eligible professional and data media from this authorized Sony Professional Media Dealer have been submitted on your behalf. To view your sales history, click on Account Summary. If you have any questions, please contact the Sony Rewarding Recording® Headquarters at 866-322-7749."

Sony Authorized Dealer Participants

- Claims for Authorized Dealer Participants are received via file feed by the 10th of each calendar month on to MECs FTP site
- If Files are not received, MEC will contact Sony to contact dealer
- Dealer Sales Files are processed within 48-72 hours of receipt (dependent upon receipt from Dealer). Except in the instance of the addition of a new dealer, the first time feed will take approximately three weeks for the sales to be processed.
- Records matched to existing account numbers in the database will have claims applied to the account
- Records not matching any existing records in the database are considered new accounts and are automatically enrolled (see Enrollment Process above)
- Claims on the Dealer Sales Files are assumed to be valid and are not subject to system validation checks
- Authorized Dealer Participants can also claim sales as Online Participants (see procedures above)

Sony Direct Sales File (DSF) Participants

Sony Direct Sales File (DSF) is a compiled listing of all Sony direct eligible sales that occurred for a particular month.

- Claims for DSF Participants are received via file feed on to MECs FTP site
- The DSF is processed after Sony reviews and approves the kickout file and appends the roll-up guide usually on or before the 10th calendar day of each month (see Monthly Processing for details about this process)
- Accounts appearing on the kickout file are approved/denied by Sony to receive Rewarding Recording® Dollars
- Records matched to existing Master or Stand Alone account numbers in the database will have claims applied to that account
- Records identified as Ship-to accounts have purchase information appended to the existing Master or Stand Alone account indicated on the roll up guide
- Records not matching any existing records in the database that are approved by Sony are considered new accounts and are automatically enrolled (see Enrollment Process above)
- Claims on the DSF are assumed to be valid and are not subject to system validation checks
- Authorized DSF Participants can also claim sales as Online Participants (see procedures above)
- MEC to provide e-mail notification to Sony that DSF files has been successfully loaded.

Promo Codes

- All participants are eligible for additional Rewarding Recording® Dollars, merchandise or any other items determined by Sony when claiming selected products using a predetermined "promo code" when placing a claim
- Dealer Files and DSF can also indicate a promo code on the file feeds for any eligible product on the file

VII. Audit Process

The audit process is outlined below for each type of program participant:

Sony Online Participants

- Claims entered via the Rewarding Recording® website are subject to audit for each claim submitted (100% audit)
- Participants must submit their signed claim confirmation page and invoice backup with the following information clearly stated on the invoice:
 - Invoice date
 - Invoice number
 - Model number(s)
 - Unit price
 - Quantity
 - Participant/company information
- If any part of the required information above does not match the claim confirmation page and/or the information is unclear, the claim will not be paid. **NOTE: MEC will confer with Sony on debatable invoice backup. Sony will have the final say in any questionable situation.**
- If all requirements above are met, MEC indicates that the claim is ready to be paid
- All claims ready for payment are processed in an overnight process within MECs internal database
- If a claim is rejected, a Claim Status E-mail is sent advising of the status. **NOTE: MEC to develop process whereby specific “failed” claim status detail is displayed for My Account summary on website and in Claim Status E-mail.**

Sony Dealer Participants

- Claims entered via the monthly Dealer Sales file feed are assumed valid and require no invoice backup or validation
- Any purchases the Dealer Participants claim outside of the Dealer Sales file are subject to the audit processes outlined above

Sony DSF Participants

- Claims entered via the monthly DSF feed are assumed valid and require no invoice backup or validation
- Any purchases the DSF Participants claim outside of the Dealer Sales file are subject to the audit processes outlined above

VIII.Monthly File Processing/Layouts

Dealer Files – APPENDIX I

- The Tape Company (TTC)
- Electric Picture Company (EPC)

General File Information

- A. Meridian Enterprises Corporation (MEC), in accordance with Sony’s Rewarding Recording® program currently accepts approved file feeds as following:
 - a. Text (.txt) - flat file with data stored in tab delimited format
 - b. See file layout (section II) for specific field limitations and descriptions. File must be in the exact same order as shown.
- B. MEC receives file feeds by way of:
 - a. Upload via FTP
 - i. Address is: ftp.meridinet.com
 - ii. Username/password to be determined by MEC (unique for each dealer)
- C. Schedule:
 - a. Files are due at MEC no later than the fifth (5th) calendar day each month. MEC will process all files within 48-72 hours of receipt.
- D. Naming:

- a. Files should be named as follows:
[MONTH][DEALER NAME].xml/txt, where [MONTH] is the long version of the month name (January, February, etc)

E. Process:

- a. Sony approved dealers transmit files to MEC via FTP or e-mail. The files are processed within 48-72 hours of receipt.
- b. If there is a net new account on the file, the account is automatically enrolled into the database and sent the Welcome Dealer e-mail.
- c. Rewarding Recording® Dollars are posted to existing accounts for eligible purchases in the Rewarding Recording® program
- d. Promo codes (if applicable) can be appended to the end of each promo-eligible line item

F. Contact Information:

The dealer may contact the following Meridian Account Manager for support:

| CONTACT | POSITION | E-MAIL | PHONE |
|-----------|-----------------|--|--------------|
| Amy Moore | Account Manager | amym@meridinet.com | 314-592-3528 |

Direct Sale File (DSF) – APPENDIX II and III

- The DSF multi-step process is described in detail below:
 - Sony transmits the DSF file to MEC via FTP (see login information and payout in Appendix III).
 - DSF account numbers are always ten (10) digits in length
 - The DSF is compared against the existing Roll-up Guide (see layout in Appendix IV) and when completed generates the Kickout File.
 - The Kickout File identifies net new customers in the DSF that do not occur in the Roll-up Guide
 - MEC sends Sony the Kickout file and Sony approves/declines net new accounts.
 - Accounts that are approved are added to the Roll-up Guide and indicated as “NO” in the omit/hide column on the Roll-up Guide. Sony also provides an e-mail address and appropriate contact information for each net new DSF account.
 - Accounts that are not approved to participate by Sony are indicated as “YES” in the omit/hide column on the Roll-up Guide
 - Sony also indicates whether or not a net new account is a Stand Alone, Master or Ship-to account (see example below)
 - A Stand Alone account is an account with a single physical location and receives all Rewarding Recording® Dollars associated with that account number. In this case, the account number in the “Master” field and “Ship-to/Location” field is equal and only occurs once in each column of the Roll-up Guide.
 - A Master account is an account with multiple physical locations that receives all Rewarding Recording® Dollars for itself and all physical locations. A Master account number may occur many times throughout the Roll-Up Guide.
 - A Ship-to account is an account that “rolls up” to a Master account. A Ship-to account does not receive any Rewarding Recording® Dollars, however, any purchases associated with a Ship-to account is allocated to the Master account number in the Roll-up Guide.

- Promo codes (if applicable) can be appended to the end of each promo-eligible line item

Catalog Update

- At times TBD by Sony, MEC will manually add or delete catalog items. For new items, Sony will provide model name, description, category, subcategory and dollar value, as well as the image for the catalog.
- MEC will manually update the new or discontinued items to existing categories and determine based on the volume of updates, whether or not this is over and above what is included in the monthly administration fees.

IX. Award Redemption

Sony Rewarding Recording® participants use their Rewarding Recording® Dollars to purchase items from the online catalog or submit for reimbursement from Sony in the form of a check. Below is a detailed description of the award redemption process:

Online Catalog

- Participants use available Sony Rewarding Recording® Dollars to redeem for Sony approved merchandise (see Award Options above)
- Participants may only redeem for Sony approved merchandise. There are no cash buy-ins or special orders for this program

Order Process and Fulfillment

The order process is outlined below:

Electronic Fulfillment:

- A nightly process builds a file (sonyrr-orders.txt) containing the previous day's orders and puts the file into the Sony ftp account.
- Sony Inventory Management sends a daily order status file indicating that the order file was received
 - File name: jaguar01:/export/Files/MERLIN/Client/Sonyrr/export-orders.csh
 - time run: 12:10AM
- Sony Inventory Management processes the MEC order file and sends a ship status file daily (or when applicable) that contains order number, order line item number and ship date.
- MEC appends the ship status and ship date to the individual account.

Order File Layout – APPENDIX IV

- The file is divided into two sections: header and detail.

Professional Product Fulfillment:

- Sony's Marketing Services' will monitor the rewards report for all Professional Product open orders on a weekly basis. At the need of fulfillment, Sony will complete a consumption form and submit to inventory management for fulfillment. When the product is shipped Sony will provide the ship date to MEC to update the site.

Gift Cards and Apparel Fulfillment:

- MEC will review the open orders for both gift cards and apparel on a weekly basis and fulfill from within. The site and accounts will be updated upon shipment of product.

Check Process

The check process is described in detail below:

- Submission
 - Participants click on “Submit a reward redemption” on the My Account page of the website
 - If the participant chooses to redeem for a check, they click on [click here](#) to redeem Rewarding Recording® Dollars for Sony Professional recorders, parts, service or training
 - The check claim process is similar to the claiming process whereby users are required to enter an invoice number, invoice date, vendor, model, unit quantity and price. Once the check is submitted, users are required to print off the claim confirmation form page, sign it and mail or fax to program headquarters with the invoice back up for approval.
- Rental Promotion Code Functionality
 - **NEW FOR 2003:** When submitting a check request, users will be prompted to select an option of either rental or purchase on their claim. Pre-determined models will be available when selecting rental or purchase.
- Internal Approval
 - Once the participant submits the check request, MEC compares the claim against the back up via an online approval process. MEC indicates whether or not the claim is accepted or rejected and types any necessary notes regarding the claim. MEC can accept/reject certain line items within a check request.
- VIP Approval
 - After MEC places a status on the check claim, Sony VIP is required to review and either approve MECs decision or override the decision or change the amount of the check. Sony VIP needs to make MEC aware of any changes that have been made to the dollars requested.
- Issuance
 - Once the check submission has gone through the proper approval channels, MEC prints and issues the check, along with a request for funds to Sony (Sony would like to have a balance of \$25,000 in the Rewarding Recording® account at all times for special emergencies, etc.). Checks are printed and issued on a weekly (during program end) or bi-weekly basis and mailed via Airborne.
 - Sony has requested that all checks be made out to the COMPANY NAME of the requester, but addressed to the specific requester at the company address.
- DSF member issuance
 - DSF members have their checks mailed to their associated DSM, not to the actual location or member

X. Damaged Product

Condition: Damaged Sony Electronics (due to shipping). Consumer product is redeemed by an end user through either their Rewarding Recording or Storage Rewards account. The product is fulfilled Sony’s Inventory Management through the Customer Service Support System. Occasionally, the product is received by the end user damaged.

- MEC receives a call from the end user that the product received is damaged.
- Marketing Services completes an ATR form and enters the ATR in STN to generate an ATR number. Both the form and STN packing slip is faxed to the end user and instructs the end user to affix the forms to the product directly. The box is then to be sealed for pick up. The end user must fill out a Federal Express mailing label with the appropriate

warehouse shipping information and attach to the front of the box. (Warehouse shipping information provided by Marketing Services).

- Marketing Services contacts Federal Express (800-GOFEDEX or 800-463-3339) for the Rewarding Recording Program and UPS (800-PICKUPS or 800-742-5877) for the Storage Rewards Program. A call tag (3rd Party Pickup) is initiated to have the product picked up from the end user.

Note: Rewarding Recording FedEx account number is 1823-63251
Storage Rewards UPS account number is 086480

For all TVs and Memory Sticks ship to:

Sony Technology Center
1001 Technology Drive
Warehouse #914
Mt. Pleasant, PA 15666
Attn: MeeMee - SONYPRO

For Consumer Products ship to:

CPC (Consumer Product Center)
10227 Crossroads Loop
Laredo, TX 78045
Attn: Returns Department

Note: To confirm correct warehouse shipping information go to <http://intraserv.am.sony.com/Organizations/DOT/dot.asp> and pick refurbished product chart.

- Marketing Services sends an email confirmation to the end user informing them of the date and time of the scheduled Federal Express pickup.
- An email is sent to the contact person at the appropriate warehouse informing them that a delivery is expected. The email identifies the federal express tracking number, the model and contact in Marketing Services for questions or problems.

The contact for TVs and Memory Sticks, with credit / receipts issues:

Somporn Castro 724-696-8811

The contact for Consumer Products, with credit / receipts issues:

Diana Perez 956-728-2184

- Once the product is picked up from the end user, Marketing Services contacts the Inventory Management Contact Person, Joe Chandler, to re-enter the order for a replacement product.
- Once the product is received by the warehouse a credit is issued to the appropriate program account for credit of the product received back.
- Marketing Services contacts the end user with the new shipping information and contacts MEC to update the end users account to reflect the new shipping information.

For any product lost in transit:

- Marketing Services contacts the shipping carrier and initiates a Freight Claim. Paperwork is faxed to Marketing Services by the shipping carrier with the sender and recipient information, original tracking number and any additional information.
- The paperwork is filled out and faxed back to the shipping carrier.

For any product shipped in error:

- Marketing Services contacts Federal Express (800-GOFEDEX or 800-463-3339) and initiates a call tag (3rd Party Pickup) to have the product picked up from the end user.
Product is shipped to:

Sony Electronics
2201 E. Carson Street
Carson, CA 90810
Attn: Stella Pappas

For any consumer product service questions, the end user must contact Consumer Service directly at 800-282-2848. At that time, the call will be logged by a consumer service representative and an event ID number will be generated for reference.

Condition: Sony Gift Card Reward Return/Damaged

For returns, MEC will seek Sony approval if a participant wishes to return an unwanted Gift Card Reward. If the item is returned, MEC will place the gift card back into inventory. For stolen/damaged cards, generally upon request of the participant or Sony, MEC will provide the card serial numbers in question. Sony will research the serial numbers with the appropriate gift card provider. Sony will provide MEC with a decision to resubmit the gift card or not.

Condition: Sony Apparel Return/Damaged

For returns, MEC will seek Sony approval if a participant wishes to return unwanted Sony Apparel. If the item is returned, MEC will place the item back into inventory.

XI. Reporting

- All Participants
 - All participants are able to view their account summary and available Rewarding Recording® Dollars within the My Account page on the website.
- Sony DSM/RM Enrollment Report – Admin Link
 - All Sony DSM and RM utilize an enrollment report, filtered to show their assigned DSF participants only. This report shows contact name, company name and address. When the DSM or RM clicks on the company name of the account they wish to view, they will see the Account Summary for that particular account
- MEC Internal Admin – Admin Link
 - MEC internal team utilizes the admin link to complete the first round of approvals for check requests, located under the “Approve Check requests” link
- VIP – Admin Link
 - Sony VIPs have top-level access to the DSM/RM Enrollment Report and can view all information for each RM, DSM and individual DSF account
 - Sony VIPs also have access to the Claim Search Report whereby they can indicate certain parameters (i.e. model) and generate a report that shows information within those parameters.
 - Sony VIPs are required to approve/reject any new Online enrollments with the Pending Enrollment report
 - Sony VIPs are required to give final approval for checks submitted by participants on the Check Requests report
 - Username and password - RRVIP

XII. Sony Rewarding Recording® Website

The Sony Rewarding Recording® website URL is www.sonyrewardingrecording.com. The website is a standalone site and provides links back to Sony approved sites. The website contains user pages as outlined below:

- **HOME PAGE-** The Home Page has the following channels: What's New, Program Details, Rewards Catalog, Don't Miss This, Member Login, Enroll Now, privacy policy and legal trademark. Users can view any links on the Home page, including the Rewards Catalog, which is a view-only version of the online catalog. Users click on My Account to log into the site.
- **WHAT'S NEW** –This page contains new information about Sony Professional Media products, and/or new update to the program. This page also houses the following channels:
 - Member Login
 - Enroll Now
 - New Products
 - Training Center
 - Hot Topics
- **MY ACCOUNT** – The My Account Page houses the following channels:
 - Member Login page – existing users log in here
 - Forgot Password link – users access this link, provide their e-mail address and receive the Forgot Password e-mail.
 - Enroll Now – new participants enroll themselves here

The following channels are available after the user logs in:

- Profile - The ability to update personal or password information is available here
- Claim Form/Enter My Invoices - the online claim form is located here (see Claiming Process for details)
- View My Account Summary – shows the individual participant account information including total Rewarding Recording® Dollars available
- Submit A Reward Redemption – this is where participants access the online catalog or submit for reimbursement
- Member Support – this link provides a program FAQ section
- **PROGRAM DETAILS** – This page shows the program details and terms and conditions.
- **REWARDS CATALOG** – When accessed from the Home page, the online rewards catalog is read-only and indicates the name “SonyRR Guest” with \$0.00 available Rewarding Recording® Dollars.
- **DON'T MISS THIS** – This page highlights any Sony Rewarding Recording® program promotions.
- **INTERNAL ADMIN- (MEC ONLY)** - The Internal Admin Page is where MEC views and approves/rejects online check requests
- **DSM/RM** - The Admin link for the DSM/RM users takes them to the Enrollment Report section of the website so they can view their assigned DSF accounts
- **VIP** – The Admin link for the VIPs shows the following links: Enrollment Report, Claim Search Report, Approve Pending Enrollments and Approve Check Requests.
- **LOG OFF**

XIII. Tax Processing

MEC will not issue tax form 1099 to participants for the Sony Rewarding Recording® program.

XIV. Team Member Information

Sony Rewarding Recording Team

| | | |
|--|--------------|--|
| Dianne LaGuardia | 201-358-4166 | dianne.laguardia@am.sony.com |
| Patty Melendez | 201-930-7671 | patricia.Melendez@am.sony.com |
| Lisa Giovannielli -Program Manager | 201-930-7704 | lisa.Giovannielli@am.sony.com |
| Joe Chandler -Sony Electronic Fulfillment | 201-986-3289 | joe.chandler@am.sony.com |
| Greg Miller -MIS | 201-930-6095 | greg.miller@am.sony.com |

Meridian Rewarding Recording Team

| | | |
|---|--------------|--|
| Paul Lewis -Account Executive | 314-592-3176 | paul@meridinet.com |
| Amy Moore -Account Manager | 314-592-3528 | amym@meridinet.com |
| Linda Shelton -Program Administrator | 314-592-3457 | lindas@meridinet.com |

Sony Dealer Information

Electric Picture Company (EPC)

Steve Roche 615-781-8194 steve.roche@tapeonline.com

The Tape Company (TTC)

Bob Vetter 630-993-8558 bvetter@thetapecompany.com

APPENDIX I

FTP FILE SAMPLE LAYOUT AND DESCRIPTION

| FIELD NAME | SIZE CONSTRAINTS | FIELD DESCRIPTION |
|--------------------------------------|------------------|--|
| UNIQUE IDENTIFIER/ ACCOUNT NUMBER | 50 | Required field – each account must be identified as an individual account so correct RR Dollars can be applied |
| COMPANY NAME | 50 | Name of Company of account/individual |
| LAST NAME | 50 | Required field - Last name of contact name for company |

| | | |
|----------------|--------------------|--|
| | | (DEALER OR INDIVIDUAL IS REQUIRED TO UPDATE THIS INFORMATION) |
| FIRST NAME | 15 | Required field - First name of contact name for company (DEALER OR INDIVIDUAL IS REQUIRED TO UPDATE THIS INFORMATION) |
| E-MAIL ADDRESS | 50 | Required field - MEC cannot enroll net new accounts/individuals without this information |
| ADDRESS_1 | 50 | Required field - Company address |
| ADDRESS_2 | 50 | Required field - Company address 2 |
| CITY | 30 | Required field - Company city |
| STATE | 2 | Required field - Company state abbreviated |
| ZIP | 5 | Required field - Company first five digits of ZIP only |
| INVOICE NUMBER | 20 | Required field - Invoice number of individual line item |
| INVOICE DATE | MM/DD/YYYY HH24:MI | Required field - Invoice date (date purchased) of individual line item |
| MODEL | 20 | Required field - Model name/number in line item (this must be compared to eligible products determined by Sony before being sent to MEC) |
| QUANTITY | 39 | Required field - Quantity of line item model |
| UNIT PRICE | 10 | Required field - Unit (individual) price of model |
| PROMO CODE | 50 | If necessary, a Promo code can be inserted for eligible models |

Address: ftp.meridinet.com
User name: epc/ttc
Password: d33lr001/d33lr010
Directory: initial directory
File name: [MONTH]TTC.txt, where [MONTH] is the long version of the month name (January, February, etc)

APPENDIX II

DSF FILE SAMPLE LAYOUT AND DESCRIPTION

| DSF FILE ROW 1 | DSF FILE ROW 2 | FIELD DESCRIPTION | SIZE CONSTRAINTS |
|----------------|----------------|-------------------|------------------|
| NORTHEAST | NORTHEAST | REGION | NOT USED |
| 0J11 | 0J11 | SLSMN | 20 |

| | | | |
|------------------------|------------------------------|---------------|--------------------------------|
| BOB CARR | BOB CARR | SLSMN-NAME | ACQUIRED FROM ROLL-UP GUIDE |
| 6503 | 6503 | COT | NOT USED |
| 0718260000 | 0718260000 | CUSTOMER# | NOT USED |
| VIDEO MONITORING SVC | VMS/AD SERVICES OF A | CUSTOMER-NAME | 50 |
| 718260007 | 718260005 | SHIPTO | 20 |
| 718260028 | 718260028 | MSTR | ACQUIRED FROM ROLL-UP GUIDE |
| 185 BERRY STREET | 330 WEST 42ND ST. 11TH FL | CUST_ADD1 | 50 |
| BUILDING #2SUITE #1400 | 29TH FL -INSIDE DEL | CUST_ADD2 | 50 |
| ATTN: BRIAN SHERMAN | NEW YORK, NY | CUST_ADD3 | NOT USED |
| CA | NY | STATE | 2 |
| 94107 | 10036 | ZIP | 5 |
| 0 | 0 | CAT-777 | 39 |
| 0 | 0 | CAT-820 | 39 |
| 0 | 0 | CAT-785 | 39 |
| 0 | 0 | CAT-783 | 39 |
| 0 | 0 | CAT-778 | 39 |
| 0 | 0 | CAT-776 | 39 |
| 0 | 0 | CAT-775 | 39 |
| 0 | 0 | CAT-784 | 39 |
| 0 | 0 | CAT-779 | 39 |
| 0 | 0 | CAT-822 | 39 |
| 0 | 0 | CAT-780 | 39 |
| 0 | 0 | CAT-823 | 39 |
| 0 | 0 | CAT-853 | 39 |
| 0 | 0 | CAT-916 | 39 |
| 0 | 0 | CAT-852 | 39 |
| 0 | 0 | CAT-772 | 39 |
| 0 | 0 | CAT-792 | 39 |
| 0 | 0 | CAT-793 | 39 |
| 0 | 0 | CAT-798 | 39 |
| 0 | 0 | CAT-807 | 39 |
| 0 | 0 | CAT-848 | 39 |
| 0 | 0 | CAT-980 | 39 |
| 48 | 892.8 | CAT-985 | 39 |
| 0 | 0 | CAT-D09 | 39 |
| 0 | 0 | CAT-D05 | 39 |
| xxxxx | xxxxx | PROMO CODE | 50 |

Address: ftp.meridinet.com

User name: sonycard

Password: c00ls1te

Directory: directsales

File name: dsf.txt

APPENDIX III

ROLL-UP GUIDE FILE SAMPLE LAYOUT AND DESCRIPTION

| FIELD DESCRIPTION | ROLL-UP GUIDE MASTER | USED FOR DSF | ROLL-UP GUIDE SHIP-TO |
|-------------------|----------------------|--------------|-----------------------|
|-------------------|----------------------|--------------|-----------------------|

| | | | |
|-----------------------|--------------------------|------------------------------------|--------------------------|
| | | ENROLLMENT AND PROCESSING | |
| OMIT/HIDE | NO | | NO |
| Master | 0718260028 | USED FOR ENROLLMENT AND PROCESSING | 0718260028 |
| Location | 0718260028 | | 0718260005 |
| FirstName | JUAN | USED FOR DSF ENROLLMENT | JUAN |
| LastName | HIDALGO | USED FOR DSF ENROLLMENT | HIDALGO |
| Company | VIDEO MONITORING SERVICE | | VIDEO MONITORING SERVICE |
| Address1 | 330 WEST 42ND ST | | 330 WEST 42ND ST |
| Address2 | 28TH FL | | 28TH FL |
| City | NEW YORK | | NEW YORK |
| State | NY | | NY |
| Zipcode | 10036 | | 10036 |
| Region | EAST | | EAST |
| Phone | | USED FOR DSF ENROLLMENT | |
| E-mail | JHIDALGO@VMSINFO.COM | USED FOR DSF ENROLLMENT | JHIDALGO@VMSINFO.COM |
| Original Company Name | | | |
| Col015 | | | |

APPENDIX IV

ORDER FILE SAMPLE LAYOUT

The header contains general order information. The detail contains the specific items that are tied to each header. The two sections are described below.

Header (HH)

| | |
|----------------------------------|---------------------------|
| H01 | Demarcates Header Record |
| REW RECORD | |
| ORDER ID | Meridian order id |
| ORDER ENTER DATE | Date the order was placed |
| ALIAS ORDER NBR | Company Name |
| HOME PHONE | |
| SHIP TO FIRST NAME AND LAST NAME | |
| ADDRESS LINE 1 | |
| ADDRESS LINE 2 | |
| CITY | |
| STATE | |
| POSTAL CODE | |
| HOME PHONE | |
| SHIP TO FIRST NAME AND LAST NAME | |
| ADDRESS LINE 1 | |
| ADDRESS LINE 2 | |
| CITY | |
| STATE | |
| POSTAL CODE | |

Detail (DD)

| | |
|------|--------------------------|
| DD01 | Demarcates Detail Record |
|------|--------------------------|

| | |
|-------------------|--------------------------------|
| ORDER ID | Meridian order id |
| ORDER QUANTITY | |
| SONY ITEM NBR | Sony number (contains letters) |
| SONY ITEM ID | Sony number (all digits) |
| ORDER LINE NUMBER | Detail row (1, 2, 3, etc.) |
| PRICE | |

APPENDIX V

E-MAIL SAMPLE LAYOUTS

Condition: Pre-enrolled/Activate Account E-mail (Online Enrollment)
From: sonyrewardingrecording@meridinet.com
To: <new member>
Subject: Thank you for enrolling in Sony's Rewarding Recording Program!

Thank you for enrolling in Sony's Rewarding Recording Program! Please click [here](#) to activate your account.

Once user clicks "here", they get the following e-mail:

Condition: Welcome E-mail (Online Enrollment)
From: sonyrewardingrecording@meridinet.com
To: <new member>
Subject: Welcome to Sony's Rewarding Recording Program!

E-mail content:

Thank you for joining Sony's Rewarding RecordingSM Program and welcome!
 To access our convenient online system, at www.sonyrewardingrecording.com, your Username and Password are:

Username: <unique>
 Password: <unique>

Be sure to print or save this e-mail for future reference. You'll need this information to access your account on the Rewarding Recording Website. Now that you've enrolled, you'll be able to earn Rewarding Recording Dollars that you can redeem for valuable Sony merchandise and other great rewards. You can use our easy online system to monitor your account, submit claims, and redeem your rewards!

We're pleased that you have chosen Sony Professional Media and will continue to provide you with the highest quality products in the industry. For more information on Sony Media products and Authorized Dealers, visit www.mediabysony.com.

NOTE: Your membership in Sony Rewarding Recording is temporary and subject to approval by Sony. You can enter your invoices at this time, but you cannot redeem reward dollars until you receive your membership approval e-mail from Sony Rewarding Recording.

Sony Rewarding Recording Program Headquarters
 Questions? Comments?
 E-mail us: sonyrewardingrecording@meridinet.com

Call us toll-free: 1-866-322-7749, Monday-Friday, 8:30 a.m.- 5:00 p.m. CST.

Condition: Welcome E-mail (Online Enrollment Approved by Sony)
From: sonyrewardingrecording@meridinet.com
To: <new member>
Subject: Welcome to Sony's Rewarding Recording Program!

E-mail content:

Thank you for joining Sony's Rewarding RecordingSM Program and welcome!
To access our convenient online system, at www.sonyrewardingrecording.com, your Username and Password are:

Username: <unique>

Password: <unique>

Be sure to print or save this e-mail for future reference. You'll need this information to access your account on the Rewarding Recording Website. Now that you've enrolled, you'll be able to earn Rewarding Recording Dollars that you can redeem for valuable Sony merchandise and other great rewards. You can use our easy online system to monitor your account, submit claims, and redeem your rewards!

We're pleased that you have chosen Sony Professional Media and will continue to provide you with the highest quality products in the industry. For more information on Sony Media products and Authorized Dealers, visit www.mediabysony.com.

Sony Rewarding Recording Program Headquarters

Questions? Comments?

E-mail us: sonyrewardingrecording@meridinet.com

Call us toll-free: 1-866-322-7749, Monday-Friday, 8:30 a.m.- 5:00 p.m. CST

Condition: Welcome E-mail (Dealer Enrollment)
From: sonyrewardingrecording@meridinet.com
To: <new member>
Subject: Welcome to Sony's Rewarding Recording Program!

E-mail Content:

Congratulations! Your purchases of Sony Professional Media products from an Authorized Dealer have earned you an account in Sony's Rewarding RecordingSM Program! There is no cost to join and you will see the rewards are many. Access our convenient online system at www.sonyrewardingrecording.com. Your Username and Password are:

Username: <unique>

Password: <unique>

Be sure to print or save this e-mail for future reference. You'll need this information to access your account on the Rewarding Recording website. Now that you've been enrolled, you'll be able to earn Rewarding Recording Dollars that you can redeem for valuable Sony merchandise and other great rewards. You can use our easy online system to monitor your account, submit claims, and redeem your rewards!

We're pleased that you have chosen Sony Professional Media and will continue to provide you with the highest quality products in the industry. For more information on Sony Media products and Authorized Dealers, visit www.mediabysony.com.

Sony Rewarding Recording Program Headquarters

Questions? Comments?

E-mail us: sonyrewardingrecording@meridinet.com

Call us toll-free: 1-866-322-7749, Monday-Friday, 8:30 a.m.- 5:00 p.m. CST.

Condition: Welcome E-mail (Direct Enrollment)
From: sonyrewardingrecording@meridinet.com
To: <new member>
Subject: Welcome to Sony's Rewarding Recording Program

E-mail Content:

Congratulations! Your purchases of Sony Professional Media products have earned you an account in Sony's Rewarding RecordingSM Program! There is no cost to join and you will see the rewards are many. Access our convenient online system at www.sonyrewardingrecording.com. Your Username and Password are:

Username: <unique>
Password: <unique>

Be sure to print or save this e-mail for future reference. You'll need this information to access your account on the Rewarding Recording website. Now that you've been enrolled, you'll be able to earn Rewarding Recording Dollars that you can redeem for valuable Sony merchandise and other great rewards. You can use our easy online system to monitor your account, submit claims, and redeem your rewards!

We're pleased that you have chosen Sony Professional Media and will continue to provide you with the highest quality products in the industry. For more information on Sony Media products and Authorized Dealers, visit www.mediabysony.com.

Sony Rewarding Recording Program Headquarters
Questions? Comments?
E-mail us: sonyrewardingrecording@meridinet.com
Call us toll-free: 1-866-322-7749, Monday-Friday, 8:30 a.m.- 5:00 p.m. CST.

Condition: Updated Username E-mail
From: sonyrewardingrecording@meridinet.com
To: <new member>
Subject: Sony Rewarding Recording – Important Message!

E-mail Content:

Your user name has changed!
Please use the following user name and password the next time you log in to the Sony Rewarding Recording website.

User name: <unique>
Password: <unique>

Be sure to print or save this e-mail for future reference.

Thank you!

Sony Rewarding Recording Program Headquarters
Questions? Comments?

E-mail us: sonyrewardingrecording@meridinet.com
Call us toll-free: 1-866-322-7749, Monday-Friday, 8:30 a.m.- 5:00 p.m. CST.

Condition: Forgot Password E-mail

E-mail is generated when an end-user clicks the "Forgot your password" link on the home page and provides their e-mail address.

From: sonyrewardingrecording@meridinet.com
To: <member>
Subject: Rewarding Recording Password Reminder

E-mail content:

Thank you for participating in the Sony Rewarding RecordingSM Program. In response to your request for your Rewarding Recording Program password reminder:

Your username is <unique> and your password is <unique>.

Sony Rewarding Recording Program Headquarters
Questions? Comments?
E-mail us: sonyrewardingrecording@meridinet.com
Call us toll-free: 1-866-322-7749, Monday-Friday, 8:30 a.m.- 5:00 p.m. CST.

Condition: Pending Claim Status Reminder E-mail

E-mail is generated and sent to the member based on claim(s) pending five (5) business days after the submission date. This e-mail is sent to end users who submit their claim online.

From: sonyrewardingrecording@meridinet.com
To: <member>
Subject: Sony Rewarding Recording Pending Claim Reminder

E-mail Content:

As a reminder, it has been 5 days since you have submitted your Rewarding RecordingSM Claim(s):

| Invoice # | Model | Submitted Date |
|-----------|-------|----------------|
| XXX | XXXX | MM/DD/YYYY |

We still have not received the required paperwork (claim form and invoice from an authorized Sony Professional Media Dealer) to approve your claim(s). Please mail us your supporting sales claim documentation within the next 25 days, or your online claim will expire.

Sony Rewarding Recording Program Headquarters
Questions? Comments?
E-mail us: sonyrewardingrecording@meridinet.com
Call us toll-free: 1-866-322-7749, Monday-Friday, 8:30 a.m.- 5:00 p.m. CST.

Condition: Pending Check Redemption Reminder E-mail

E-mail is generated and sent to the member based on check redemption request(s) pending ten (10) business days after the submission date.

From: sonyrewardingrecording@meridinet.com
To: <member>

Subject: Rewarding Recording Pending Check Redemption Reminder

E-mail Content:

As a reminder, it has been ten days since you have submitted your Rewarding RecordingSM Online Claim No. <unique>, and we still have not received the required paperwork (claim form and invoice from an authorized Sony Professional Media Dealer) to approve your claim. Please mail us your supporting sales claim documentation within the next five days, or your online claim will expire.

Sony Rewarding Recording Program Headquarters

Questions? Comments?

E-mail us: sonyrewardingrecording@meridinet.com

Call us toll-free: 1-866-322-7749, Monday-Friday, 8:30 a.m.- 5:00 p.m. CST.

Condition: Check Redemption Status E-mail

E-mail is generated when Sony approves a claim for check redemption. Used to update member on status of check redemption.

From: sonyrewardingrecording@meridinet.com

To: <member>

Subject: Sony Rewarding Recording Check Redemption Status

E-mail Content:

Thank you for participating in the Sony Rewarding RecordingSM Program. Following is the status on your Check Redemption:

Claim Number: <78413>

Check Redemption Detail ID: <11183>

Product Model: <test>

Status.: <Accepted>

Comments: <test>

Approved Check Value: <\$10.00>

Please be sure to print or save this e-mail for future reference.

We appreciate having you as a loyal Media customer and are committed to providing your business with the highest level of service. Please enjoy your reward with our compliments.

Sony Rewarding Recording Program Headquarters

Questions? Comments?

E-mail us: sonyrewardingrecording@meridinet.com

Call us toll-free: 1-866-322-7749, Monday-Friday, 8:30 a.m.- 5:00 p.m. CST.

Condition: Enrollee is rejected as an eligible participant E-mail

Enrollee is either an unauthorized dealer, a Sony Professional dealer or there is incomplete information entered on the enrollment page. The Sony representative has the authority to reject the pending new enrollment

From: sonyrewardingrecording@meridinet.com

To: Member

Subject: Rewarding Recording Account Termination Notice

E-mail Content:

Thank you for enrolling in Sony's Rewarding Recording® Program. Unfortunately, you are ineligible to participate per the Terms and Conditions of the program. Please note that your account has been terminated and any accruals posted to your account have been deleted.

Sony Rewarding Recording® Program Headquarters

Questions? Comments?

E-mail us: sonyrewardingrecording@meridinet.com Call us toll-free: 1-866-322-7749, Monday-Friday, 8:30 a.m.- 5:00 p.m. CST.

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