



Sony Electronics Inc.

Promotion

**Sony DIAD Reader team announces
“Buy a Reader and Get 100 eBooks Classics”
promotion has been extended through March 31, 2009**

Sony Digital Imaging and Audio Division, DIAD, a division of Sony Electronics Inc., is pleased to announce the 100 eBooks Classics promotion has been extended through March 31, 2009. This promotion allows end user customers to get a \$199 credit towards 100 eBooks Classics books into their shopping cart at The eBook Store from Sony when they purchase and register the Reader Digital Book between 9/30/08 and 3/31/09. (Terms and conditions apply--please see Offer Disclaimer below). Currently, The eBook Store has over 900 titles in the eBooks Classics series and this list is growing. To see the list of titles visit <http://ebookstore.sony.com/specials/sonyclassics/index.html>.

How it works:

1. A customer buys a Reader and follows these steps between 9/30/2008 and March 31, 2009.
2. The customer creates an account at The eBook Store using the supplied eBook Library software.
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5. Credit will automatically be applied to the customer’s account. This credit must be used by 04/30/09. Please see Offer Disclaimer below.

Offer Copy: Get your reading started on us with 100 eBooks Classics titles (a \$199 value) with purchase and registration of the Reader Digital Book by Sony by 3/31/2009.*

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