

1. Promotion

Receive a discount when you trade in your old product and purchase a new Sony product as set out in the table below:

TELEVISION TRADE IN		
Trade in item	Model	HD TV discount
Operating TV	KDL32CX523BU, KDL32EX523BU, KDL32EX524BU, KDL37EX524BU, KDL32EX403U, KDL32EX49BU, KDL32EX603U, KDL32EX603U, KDL32EX713U, KDL37EX403U, KDL37EX503U	\$50
	KDL40CX523BU, KDL40EX503U, KDL40EX523BU, KDL40EX524BU, KDL40EX403U, KDL40EX49BU, KDL40EX603U, KDL40EX713U, KDL40NX703U, KDL40NX803U	\$100
	KDL46EX524BU, KDL46EX403U, KDL46EX503U, KDL46EX713U, KDL46NX703U, KDL55EX503U, KDL55EX713U, KDL46EX703U	\$150
Trade in item	Model	3D TV discount
Operating TV	KDL32EX723BU, KDL32EX724BU, KDL37EX723BU	\$100
	KDL40EX723BU, KDL40EX724BU, KDL40NX723BU, KDL40HX903U, KDL40LX903U, KDL40NX713U	\$200
	KDL46EX723BU, KDL46EX724BU, KDL46NX723BU, KDL46HX723BU, KDL46HX923BU, KDL46HX923BU, KDL55NX723BU, KDL55HX923BU, KDL55HX923BU, KDL46HX903U, KDL46NX713U, KDL52HX903U, KDL55NX813U, KDL60LX903U	\$300
PVR TRADE IN		
Trade in item	Model	PVR discount
Operating Video recorder DVD recorder or HDD recorder	SVRHDT500, SVRHDT1000	\$50

2. Participation

- 2.1. This promotion is only available on purchases of the new Sony products set out in the table above (the "Eligible Products") by and from participating stores within the UK.
- 2.2. All participants must be resident in the EU.
- 2.3. All participants are deemed to have agreed to be bound by these full promotional terms and conditions.
- 2.4. All purchases are subject to Sony's standard terms and conditions of sale.

3. How to participate

- 3.1. To be eligible for this promotion, during the promotion period in clause 3.2:
 - 3.1.1. visit participating stores;
 - 3.1.2. choose a new Sony product from a participating store from the list of Eligible Products for the category of products from which you intend to hand over your old device;
 - 3.1.3. hand over your old device to the participating store where you want to buy your new Sony product. Models must be in working order;
 - 3.1.4. fill in a trade in form available from the participating store;
 - 3.1.5. purchase your new Sony product less the discount set out in the table at clause 1.
- 3.2. Purchases must be made between 28 March 2011 and 5th June 2011 to take advantage of this promotion.
- 3.3. Purchases made after 5 June 2011 and/or from non-participating stores and/or of non Eligible Products will not be eligible under this promotion.

4. Restrictions

- 4.1. You must provide your name, address and contact details on the trade in form if you wish to participate. By providing these details you are agreeing to be contacted by us or a selected third party in relation to this promotion for auditing purposes.
- 4.2. Trade in forms will be disqualified if incomplete or illegible or if no trade in device is provided. It is the participant's responsibility to ensure that sufficient details are provided.
- 4.3. Absolutely no alternative is available and no cash will be issued.
- 4.4. Sony reserves the right to cancel this promotion at any time and change the terms and conditions without incurring any liability.
- 4.5. Full details can be obtained by contacting the promoter.

5. Data Protection

- 5.1. Your details will not be used for any marketing purpose unless you opt-in to allow use of your data in this way.
- 5.2. If you have opted-in, we and the third parties (if applicable) may contact you by mail, telephone or email. If you no longer want your data to be used by third parties or by us for marketing purposes, and you have not already notified us, please write to the Data Protection Officer at the address provided at clause 6.
- 5.3. To help keep your details accurate, we may use information we receive from our partners. You can ask us for a copy of your details (for a small fee) and to correct any inaccuracies. We may pass your data to any relevant regulator or dispute resolution provider if required.

6. The Promoter

The promoter is Sony Europe Limited of The Heights, Brooklands, Weybridge, Surrey KT13 0XW.

7. Disclaimers

- 7.1. Sony Europe Limited shall not be liable for any loss, damage or injury of any nature howsoever caused, sustained by any participant under this promotion including but not limited to the delivery of the old device to the participating store. However, nothing in these rules shall have the effect of excluding or restricting Sony's liability for personal injury or death caused by proven negligence of Sony.
- 7.2. Sony Europe Limited shall not be liable for any failure to fulfil this offer where such failure is caused by any supervening circumstances amounting to force majeure. Such circumstances shall include but not be limited to severe weather conditions, fire, flood, war, earthquake, riots, industrial dispute, terrorism, acts of God, supervening legislation, or events which, without the fault of either party, render performance impossible or incapable of satisfactory execution.

8. Jurisdiction

These terms and conditions are governed by English law and come under the exclusive jurisdiction of the English courts.

SONY
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Save
up to
£300*



Trade in now for next generation viewing

Save up to £150* when you trade in your old kit for an HD TV or double your saving when you upgrade to 3D

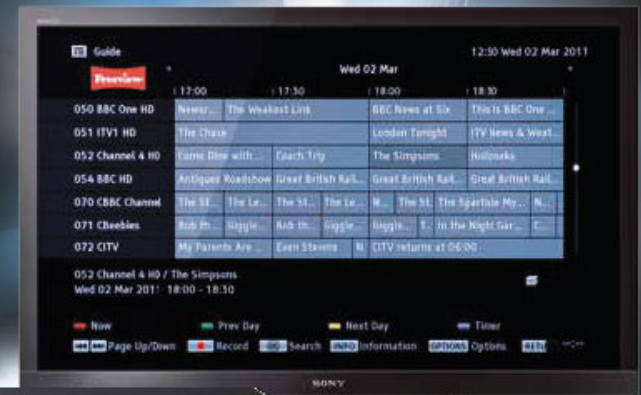
*On selected models only. Promotion runs from March 28th to June 8th 2011. Terms and conditions apply. See leaflet or ask in-store for details.

How to trade in for a brand new Sony

It really is simple. Bring your old television, video recorder, DVD recorder or HDD recorder, in working order, into a participating Sony stockist. Any make, any model. If your kit still works but you're ready for an upgrade, trade it in and we'll give you up to £50* off a Personal Video Recorder, £150* off a new HD TV and if you're looking to trade up to a 3D TV you can double your savings and get up to £300* off.

Have a look at the table on the right and you can see just how much you can save when you trade in with Sony.

Trade in item	Screen Size	HD TV discount	3D TV discount
Operating TV	32" & 37"	£50	£100
	40"	£100	£200
	46"+	£150	£300
Trade in item			PVR discount
Operating Video recorder, DVD recorder or HDD recorder			£50



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