

WALKMAN® PROMOTION

Terms and Conditions

1. The promoter of the Walkman® Promotion (the “**Promotion**”) is Sony Europe Limited (“**Sony**”) based at The Heights, Brooklands, Weybridge, Surrey KT13 0XW. **Please do not send claims to this address.**
2. Products included in the Promotion are the NWZ-A860 Series, NWZ-S760 Series and NWZ-E460 Series Walkman personal music players. All products are subject to availability.
3. The Promotion entitles customers that have purchased one of the above Walkman music players to receive 180 days’ access to the Music Unlimited service Basic Subscription (“**Trial Subscription**”).
4. To be eligible to claim, customers must: (i) be the legitimate owner of a qualifying Walkman product (as detailed above); (ii) be aged 18 or over; and (iii) be resident in a European country where the Music Unlimited service has launched (“**Participating Country**”). Information on Participating Countries, and other information on Sony Entertainment Network can be found at <http://www.sonyentertainmentnetwork.com>.
5. Only one Trial Subscription is available per customer, as well as per Sony Entertainment Network or PlayStation®Network Account and per qualifying Walkman device. The Trial Subscription is not available to existing or lapsed subscribers of the Basic Subscription or the Premium Subscription (including existing or lapsed subscribers of the 30 day trial of the Premium Subscription). If you upgrade to any paid subscription plan at any time during your 180 day Trial Subscription you will no longer be entitled to the remainder of the Trial Subscription.

How to Claim

6. Please go to www.munlimited.com/walkman for details of how to sign up to the Music Unlimited service and receive your Trial Subscription. Please note that to claim your Trial Subscription you will need to sign up by **midnight (CET) on 13 June 2012. Claims made after this deadline will not be accepted.**
7. In order to benefit from the Trial Subscription, customers will need:
 - (i) a windows based PC, PlayStation®3 system or PlayStation®Portable system;
 - (ii) a Sony Entertainment Network or PlayStation®Network master account registered to a Participating Country. Registration for Sony Entertainment Network is subject to acceptance of the Terms of Service and User Agreement and Privacy Policy at www.munlimited.com/legal; and
 - (iii) a broadband internet connection. Customers are responsible for any broadband access fees.

8. Customers will additionally be required to follow directions at www.munlimited.com/walkman to download (at no extra cost) via a Windows based PC a setup file, which will:
 - (i) update your Walkman firmware, if necessary; and
 - (ii) install the Music Unlimited Transfer for "WALKMAN" application software needed in order to use your Walkman product with the Music Unlimited service.

General

9. The Trial Subscription is only available with the above Walkman products which have been supplied and distributed by Sony to its authorised dealers/resellers. Please check with your retailer to ensure your product is eligible and that the retailer is an authorised dealer/reseller before purchasing to avoid disappointment.
10. The Trial Subscription cannot be validly claimed in respect of a product where a customer returns it to the retailer/reseller and receives a full refund.
11. Should there be a problem in accessing your Trial Subscription please call the helpline on (free from landlines): 0844 8466 555.
12. 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.
13. We reserve the right to withhold the right to the Trial Subscription 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.
14. We reserve the right to withdraw the Promotion or substitute the Trial Subscription for gifts of equivalent value at any time without notice.
15. The Promotion is not available in conjunction with any other promotion.
16. There is no credit, product or cash alternative to the provision of the Trial Subscription.
17. All instructions given within this claim form are part of these Terms and Conditions.
18. This Promotion is subject to the law of England and Wales and any disputes must be brought under the jurisdiction of the courts of England and Wales (unless applicable national law provides otherwise).
19. By claiming your Trial Subscription, 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.