

AGREEMENT
FOR SONY PRODUCTS

This Agreement ("Agreement") by and between (**Name of Reseller**) with a principal place of business at (**Address**) ("Reseller") and (**Distributor Name**), having a principal place of business at (**Distributor primary address**) ("Distributor") applies to the purchase of and sale of Sony Products by Reseller. This Agreement is effective as of the date last signed by Reseller or Distributor, as the case may be (the "Effective Date").

Reseller Responsibilities

- A. Distributor has been authorized to sell certain Sony Products to Reseller and Reseller agrees to purchase and sell these Sony Products in accordance with the terms and conditions set forth herein and any other policies, procedures and restrictions that may be communicated from time to time by Distributor.
- B. Reseller may represent itself as an authorized reseller of Sony Products only via sales from its location at the place of business set forth above. At no time is Reseller authorized at any time to advertise or sell products from its or any third-party websites.
- C. Reseller shall sell SONY products only to bona fide end-user customers. Under no circumstances shall Reseller resell or distribute SONY products to any entities who will resell Sony Products. Reseller understands and acknowledges that SONY and Distributor may purchase products from other Resellers with the intent to track their serial numbers to determine the entity that Distributor originally sold them. In the event that any of these purchased Products are determined to have been initially sold to Reseller may result in punitive action including immediate cessation of any further sales of Sony Products to Reseller. Reseller shall warrant all product installation, programming and configuration work performed or otherwise provided to end-user customers.
- D. Reseller will only purchase SONY Products from Distributor and will not purchase them from any other entity.
- E. Reseller understands and acknowledges that SONY has developed a premier product line of home audio and home theater electronic products, marketed under various trade and service marks including but not limited to the SONY ES and SONY XBR Products and will take the necessary steps to ensure that its marketing and sale of these Sony Products will be consistent with Sony's premier brand.
- F. A copy of the following Sony pricing policies are attached hereto to this Agreement and any updates will be provided from time to time. Reseller understands that it can independently determine whether it wishes to participate in these policies.
 - i. SONY Unified Retail Execution (SURE) program
 - ii. SONY Minimum Advertised Program (MAP) program

TERM

This Agreement shall have an initial term through **March 31, 2027**. This Agreement shall be renewed automatically for successive terms of twelve (12) months each unless:

- a. Either party delivers notice to the other at least thirty (30) days before the termination of the then current term.
- b. Either party terminates this Agreement at any time for convenience, with no cause, reason or justification, upon at least thirty (30) days' prior written notice to the other party stating its intention to terminate.
- c. Distributor terminates the Agreement for cause due to Reseller's breach of any of the responsibilities set forth above.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date last written below:

(Distributor)

(Reseller)

By

By

Name

Name

Title

Title

Date:

Date:



Reseller Authorization Request

Date: _____

Reseller Name (and dba if different): _____

Contact Name/ Title: _____

Ship to Address: _____

Bill to Address: _____

Phone & Fax # _____ Web Site Address: _____

Email Address _____

Type of Business: Retail _____ Custom _____ Security _____ Satellite _____
Internet (Y/N) _____ Other (please describe) _____

Years in Business: _____ # of Employees: _____

Authorized Items / Product Categories

Categories	Requested Authorization (Y/N)	Approved Authorization (Y/N)
General Sony Line		
4K TV's		
ES Audio		
ES 4K Projectors		

REP FIRM APPROVAL:

NAME OF FIRM: _____

REP FIRM APPROVAL: _____ Date: _____