

# Announcing July Blu-Ray Player Instant Rebate Offer



**Program Summary:** LG CE is excited to announce the following Blu-Ray Player rebates for the month of July! Your customers will receive a \$50.00 Instant Rebate for each qualifying model purchased.

Program Number	Model	Program Start	Program End	Rebate/Spiff Amount	Reimbursement Amount	MCF Deadline	Type
09-070	BD390	07/12/09	07/25/09	\$50.00	\$35.00	08/25/09	IR
09-070	BD370	07/05/09	07/18/09	\$50.00	\$35.00	08/18/09	IR

**Account Reimbursement Instructions:**

1. LG will reimburse the dealer as outlined above for each model sold during this approved promotional period for which the promotion listed on this announcement were given to the consumer.
2. Claims must be sent to ACB within 30 days of program end date.
3. Advertising this rebate does not qualify for a full reimbursement of the Instant Rebate.
4. All rebates above will be reimbursed less the Gross Margin.

**Program Notes:**

This official promotional program is subject to change or cancellation without prior notice. Program benefits may be withheld from retailers/dealers who are not in compliance with LG's retailer/dealer policies or who have failed to pay their balances on a current basis, or comply with accounts receivable or credit requirements, as determined in LG's sole discretion.