

# THE BREAST CANCER RESEARCH FOUNDATION®

SHOP PINK for Prevention and a Cure



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## COMPANY

Sony Style

## PRODUCT

VAIO® Personal Computer; Sony® Camcorder; Sony® Walkman®

## WEB ADDRESS

[www.sonystyle.com](http://www.sonystyle.com)

## PRODUCT DESCRIPTION

**VAIO® Personal Computer** – Step out and be seen with the portable, powerful and colorful VAIO® notebook. The thin-and-light mobile masterpiece features an array of entertainment and design extras.

**Sony® Camcorder** – Record High Definition video directly to Memory Stick PRO Duo™ media with the ultimate in small size and light weight Sony® Camcorder.

**Sony® Walkman®** - Sony's Walkman® MP3 player combines your favorite multimedia entertainment with up to 75 percent noise cancellation for superior sound quality.

## SUGGESTED RETAIL PRICE

Walkman: \$199.95  
Camcorder: \$999.99  
VAIO: \$1079.99

## BENEFIT TO BCRF

Walkman: \$10.00  
Camcorder: \$50.00  
VAIO: \$75.00

## RETAIL AVAILABILITY

Sony Style Retail locations

## PRESS CONTACT

Marcy Cohen  
(201)930-6884  
[marcy.cohen@am.sony.com](mailto:marcy.cohen@am.sony.com)

**BCRF contacts: Anna DeLuca at (917) 697-7500 or Robbie Franklin at (646) 497-2614**

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<b>COMPANY</b>	Sony Electronics
<b>PRODUCT</b>	Cosmopolitan pink VAIO® CR notebook, mouse and carrying case
<b>WEB ADDRESS</b>	<a href="http://www.sonystyle.com">www.sonystyle.com</a>
<b>PRODUCT DESCRIPTION</b>	Step out and be seen with the Cosmopolitan pink VAIO CR notebook, a gorgeous and colorful 14.1" thin-and-light masterpiece with powerful mobile technologies and widescreen HD display. Bundled with a matching pink mouse and chic carrying case to promote Breast Cancer Awareness, this super-powerful fashion statement is truly an astonishing sight to behold.
<b>SUGGESTED RETAIL PRICE</b>	Starting at \$1,149.00
<b>BENEFIT TO BCRF</b>	Sony Electronics is donating \$100,000.
<b>RETAIL AVAILABILITY</b>	CompUSA, Best Buy
<b>PRESS CONTACT</b>	Jon Piazza (858)942-3825 <a href="mailto:Jon.Piazza@am.sony.com">Jon.Piazza@am.sony.com</a>

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