

THE BREAST CANCER RESEARCH FOUNDATION®

SHOP PINK for Prevention and a Cure



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COMPANY	Polaroid
PRODUCT	Polaroid PoGo™ Instant Mobile Printer
WEB ADDRESS	www.polaroid.com
PRODUCT DESCRIPTION	Instantly print and share full-color, sticky-backed photos on-the-go with this pocket-sized printer. Print wirelessly from your cell phone or via USB from your digital camera and “Enjoy Instantly, Anywhere™.”
SUGGESTED RETAIL PRICE	\$49.99
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	\$10.00 per printer sold from October 1 st through December 31 st
RETAIL AVAILABILITY	www.polaroid.com
PRESS CONTACT	Lorrie Parent Polaroid parentl@polaroid.com 952-936-5037

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

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COMPANY

Sony

PRODUCT

Sony VAIO CS notebook; Sony VAIO W mini notebook with notebook sleeve and USB Optical Mouse

WEB ADDRESS

www.sonystyle.com

PRODUCT DESCRIPTION

The W mini notebook is perfect for families who need an additional PC for web surfing and e-mail. This good-looking and sturdy 10.1" PC has a super-crisp hi-res LCD and a responsive keyboard and touch pad.

The CS notebook is a gorgeous 14.1" PC adorned by fashionable high-gloss pink inside and out. This thin-and-light PC features an intuitive AV slide control that lets you control your media with the slide of a finger.

SUGGESTED RETAIL PRICE

Sony VAIO W: \$499.00
Sony VAIO CS: \$749.00 at Best Buy exclusively

BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION

Sony Electronics will donate \$100,000 in connection with W and CS notebook sales.

RETAIL AVAILABILITY

www.Sonystyle.com and select retailers

PRESS CONTACT

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COMPANY	Sony Style
PRODUCT	Pink VAIO® W Series PC Bundle
WEB ADDRESS	www.sonystyle.com
PRODUCT DESCRIPTION	Sturdy, beautiful, 10.1" (diagonal) PC with a super-crisp hi-res LCD, and a responsive keyboard and touch pad, makes this the perfect PC for any family member. Exclusively bundled with accessories.
SUGGESTED RETAIL PRICE	\$499.99
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Sony Style will donate \$50.00 from each purchase, up to a maximum of \$15,000.
RETAIL AVAILABILITY	Sony Style retail stores
PRESS CONTACT	Ana Reyes ana.reyes@am.sony.com 858.942.2793

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