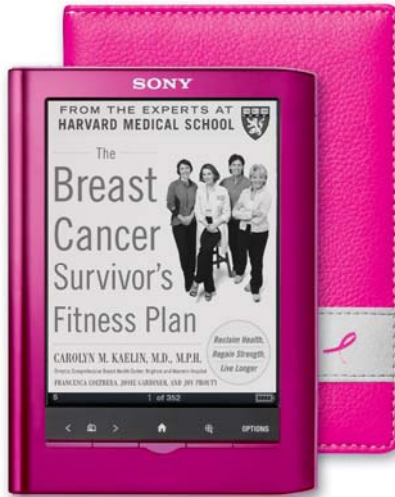


# THE BREAST CANCER RESEARCH FOUNDATION®

SHOP PINK for Prevention and a Cure



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<b>COMPANY/BRAND</b>	Sony
<b>PRODUCT</b>	Reader Pocket Edition Bundle
<b>WEB ADDRESS</b>	<a href="http://www.sony.com/ReaderEPL">www.sony.com/ReaderEPL</a> , <a href="http://www.sonystyle.com/ReaderEPL">www.sonystyle.com/ReaderEPL</a>
<b>PRODUCT DESCRIPTION</b>	Carry hundreds of books in your pocket while supporting The Breast Cancer Research Foundation with this special Reader Pocket Edition™ bundle. Includes the pink Reader Pocket Edition™, matching cover, and coupon for 2 eBook downloads.
<b>SUGGESTED RETAIL PRICE</b>	\$179.99
<b>BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION</b>	\$10,000
<b>RETAIL AVAILABILITY</b>	Available at Sony Style stores and <a href="http://www.sonystyle.com">www.sonystyle.com</a> beginning early October, until supplies last
<b>PRESS CONTACT</b>	Valerie Motis <a href="mailto:Valerie.Motis@am.sony.com">Valerie.Motis@am.sony.com</a> (858) 942-8016

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

# THE BREAST CANCER RESEARCH FOUNDATION®

SHOP PINK for Prevention and a Cure

The Sony Style logo is displayed in a black, lowercase, sans-serif font. The letters 'y' and 'i' in 'style' have a distinctive dot above them, and the 'y' has a small tail that curves upwards.

Click here for a high-resolution jpg of this image:  
[http://www.bcrfcure.org/images\\_pinkpresskit/sonystyle.jpg](http://www.bcrfcure.org/images_pinkpresskit/sonystyle.jpg)

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<b>COMPANY/BRAND</b>	Sony Style
<b>PRODUCT</b>	Consumer Electronics
<b>WEB ADDRESS</b>	<a href="http://www.sonystyle.com">www.sonystyle.com</a>
<b>PROGRAM DESCRIPTION</b>	Join Sony Style on Tuesday, October 5, 2010 all day for our annual Shop for a Cause event to benefit The Breast Cancer Research Foundation. All products purchased in-store only on this date will contribute to a donation of \$15,000 to BCRF.
<b>BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION</b>	\$15,000
<b>PROGRAM AVAILABILITY</b>	October 5 at any Sony Style retail store
<b>PRESS CONTACT</b>	Ana Reyes (858) 942-2793 <a href="mailto:ana.reyes@am.sony.com">ana.reyes@am.sony.com</a>

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