

Messaging Document

Summer 2009

Product: **MDR-EX38iP Earbuds with Remote Control for iPod®**
 Channel: **Consumer/ Direct**

APPROVED PRODUCT NAMES

- Earbuds with Remote Control for iPod®
- Earbuds with in-line Remote Control

Series LINEUP POSITIONING

Series	SKU	Price	Description
EX	MDR-EX33LP	\$19.99	Sweet Little Buds in White, Silver, Pink, Gold, Blue and Green to match your mp3 player or your outfit.
EX	MDR-EX35B	\$24.99	Bumpin' Buds let you show your style with the bright Red, Green, Blue and Purple color combos.
EX	MDR-EX36V	\$29.99	Just a touch of color and the added convenience of in-line volume control.
EX	MDR-EX34SC	\$29.99	Stylish EX earbuds with a speaker carrying case and in-line volume control -- the perfect companion to your active lifestyle.
EX	MDR-EX57LP	\$29.99	Premium EX earbuds fusing supreme comfort and powerful sound for your listening pleasure.
EX	MDR-EX38iP	\$39.99	Truly made for iPod® the lightweight design features an in-line remote control so you can navigate your iPod library with ease.
EX	MDR-EX77LP	\$39.99	Premium EX earbuds that combine premium sound quality and maximum comfort, ideal for use with your Walkman® mp3 player, iPod®, or PC.
EX Monitor	MDR-EX85LP	\$59.99	Transitioning out FY09
EX Monitor	MDR-EX400LP	\$79.99	Experience high-quality audio and superior comfort with these closed-type earbuds.
EX Monitor	MDR-EX500LP	\$129.99	Premium closed-type earbuds with a multi-layer diaphragm and larger drivers for high-resolution sound.
EX Monitor	MDR-EX700LP	\$299.99	Designed for audio enthusiasts, the newly developed driver units deliver a wider dynamic range for crisp, clear vocal and instrumental tones.

TARGET AUDIENCE: Primary: iPod Shuffle users. Secondary: iPod Nano, Touch and Classic (120GB) users.

POSITIONING: Primary: For iPod® users Sony® MDR-EX38iP earbuds offer an ideal mix of audio quality and iPod control with an in-line remote control and easy-to-use design.

10, 25, AND 50 WORD COPY

10 word (12)	25 word (32)	50 word (51)	100 word (70)
Control your iPod® and look good doing it with stylish, high-quality headphones.	Control your iPod® and look good doing it with the stylish, high-quality MDR-EX38iP headphones. The lightweight design features an in-line remote control so you can navigate your music library with ease.	Control your iPod® and look good doing it with the stylish, high-quality MDR-EX38iP headphones. Featuring a lightweight design with in-line remote control, these EX earbuds fit comfortably in your ear and deliver a superior listening experience. The high-quality 9mm driver units and neodymium magnets reproduce deep bass and clear treble sound.	Control your iPod® and look good doing it with the stylish, high-quality MDR-EX38iP headphones. Featuring a lightweight design with remote control on the cord, these EX earbuds fit comfortably in your ear and deliver a superior listening experience. The high-quality 9mm driver units and neodymium magnets reproduce deep bass and clear treble sound. Three sizes of earbud cushions are included to ensure the best fit. Available in black or white.

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HEADLINES

- Stylish control.
- Be in control. Be in style.

SUBHEADS:

- From our studios to your ears, all we know is in all we do.

PRIORITIZED BENEFIT FEATURE STATEMENTS (Short)

- 9mm EX provides comfort fit and deep bass sound
- In-line remote control
- Three sizes of earbuds (s/m/l)
- Cord adjuster
- Cord Length of 3.9ft (1.2m)

PRIORITIZED BENEFIT FEATURE STATEMENTS (Long)

- Enjoy deep and full sounding bass performance and a comfortable fit with the 9mm EX drivers
- Use the in-line remote control to navigate your iPod® library¹ without ever taking your player out of your pocket
- Keep the cord where it belongs – out of your way - thanks to the nicely designed cord adjuster With three sizes of ear buds it's easy to find the size that's right for your preferred comfort and performance

CATEGORY	BENEFIT COPY
Design	<p>Control your iPod® and look good doing it with the stylish, high-quality MDR-EX38iP headphones. Featuring a lightweight design, these EX earbuds fit comfortably in your ear and deliver a superior listening experience. The high-quality 9mm driver units and neodymium magnets reproduce deep bass and clear treble sound. Three sizes of earbud cushions are included to ensure the best fit. The MDR-EX38iP earbud headphones are available in black or white.</p> <p>9mm EX Drivers Allows for a comfortable fit and a deep, full sounding bass performance in a small package</p> <p>In-Line Remote control Allows you to control your volume without having to take out your player from where you are carrying it</p> <p>Cord adjuster Allows you to conveniently control the length of the cord</p> <p>Three sizes of ear buds You can pick the size that right for you for comfort and performance</p>

LEGAL FOOTNOTES

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1. Ability to use all generations of iPod products may vary as not all products are compatible.