



## **'Be Sharp, Be Elite' with an Xbox 360 bonus offer from Sharp**

Sharp, always at the forefront of the flat-panel TV industry with AQUOS, now has an exclusive bonus offer to assist retailers in their sales leading up to the busy Christmas period. Sharp has announced the 'Be Sharp, Be Elite' promotion, offering consumers a great reason to buy a Sharp AQUOS LCD TV.

Between October 1 and December 31, all consumers who purchase one of the specified Sharp AQUOS LCD TVs from participating retailers will be eligible to receive, by redemption, the fabulous Xbox 360 Elite, with four premium games including the newly released Halo 3 ODST. This fantastic offer can be redeemed simply by visiting the Sharp website, [www.sharp.net.au](http://www.sharp.net.au), and following the online prompts.

To assist retailers maximise sales, Sharp is providing some very attractive and impactful POP materials in support of the promotion. These include two sizes of poster, a counter-top tent card and an on-screen sticker. For an additional sales boost, Sharp is also undertaking a comprehensive radio campaign in major capital cities during the promotion period, as well as featuring the promotion on our new website.

The 'Be Sharp, Be Elite' promotion is open to consumers through participating retailers. This requires retailers to actively promote the promotion through catalogue or other media, and by displaying the special POP materials, throughout the offer period (October to December). For information on how to participate, please contact your Sharp representative.

Sharp currently offers an extensive range of AQUOS LCD TV models, starting from 32" to 65". The recently released energy efficient LED models, including the world's first integrated Blu-ray model, deliver exceptional image quality and an eco-friendly performance set in a stylish piano black design. The LED backlight technology delivers a low power consumption of 139W, producing less heat generation and boasting a backlight life of 100,000 hours and a six-star energy rating.

Specified models applicable to the 'Be Sharp, Be Elite' promotion are – LC40LE700X, LC40LB700X, LC42D77X, LC46D77X, LC52D77X and LC65RX1X.

For further product information and full specifications visit [www.sharp.net.au](http://www.sharp.net.au) or call 1300 135 530.

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