

End User Promotion

PROMOTION NAME: NXCAM® CAMCORDER CASH REBATE

PROMOTION PERIOD: December 16, 2011 - February 29, 2012

End Users can receive a mail-in cash rebate on purchases of an eligible Sony camcorder during the promotion period. Eligible camcorder must be ordered by and shipped to the end user within the promotion period to qualify for the rebate.

For a listing of Sony Authorized Resellers, please visit: www.sony.com/professional. Click on "Find a Reseller", search by zip code.

TO RECEIVE THE REBATE BY MAIL:

- 1) End User must purchase an eligible camcorder during the promotion period from a Sony Authorized Reseller or directly from Sony. Eligible camcorder must be ordered by and shipped to the end user within the promotion period to qualify for the rebate.
- 2) End User must fill out online rebate claim form at www.sony.com/nxcams35cashrebate
- 3) End User must send printout of completed online form, entire **ORIGINAL** UPC product code label from the box of the eligible camcorder purchased and copy of purchase invoice from the Sony Authorized Reseller or Sony to Sony Award Headquarters at the following address, postmarked no later than March 31, 2012.

Sony Award Headquarters
Offer # 110313A
PO Box 100478
White Bear Lake, MN 55110-0478

Terms and Conditions:

Receive a \$300.00 rebate plus one (1) camera strap by mail following purchase of a Sony NEX-FS100U NXCAM Super 35mm Camcorder without Lens. Receive a \$200.00 rebate plus one (1) camera strap by mail following purchase of a Sony NEXFS100UK Super 35mm Digital Motion Camcorder or FS100UK/PAC "NXCAM Super35" celebration package. Offer valid on purchases of eligible products from December 16, 2011 through February 29, 2012. Eligible models must be ordered from an authorized reseller or directly from Sony and shipped to end user customer within the promotion period to be eligible for rebate. For check and camera strap delivery, please allow 8-10 weeks following postmark of properly completed submission. All claims must be submitted online and all supporting paperwork for claims must be postmarked no later than March 31, 2012. Submission must include serial number and copies of dated purchase receipt/invoice and original eligible product UPC code, and must be mailed to provided address. Limit one rebate and camera strap per each eligible product purchased to end-users (not for resale). Rebate check and camera strap will be mailed separately. Rebate check or camera strap will not be delivered to P.O. Boxes. If the rebate check is not cashed within 90 days of issuance, it will be void, and the end user will not be entitled to receive a replacement rebate check. Offer is not transferable. This offer may be combined with other offers from Sony. Sony reserves the right to request additional information to validate a claim, making it subject to U.S. postal regulations. Offer void where prohibited, taxed or restricted by law. Sony is not responsible for claims or checks lost, damaged, or delayed in transit unless Sony has been negligent. Submitted materials become Sony property and will not be returned. Products for which rebate is claimed may not be returned (limited warranty claims excluded). Offer valid only in the continental United States, Alaska and Hawaii, excluding territories. Offer not valid on B stock, refurbished, open-box, returned products, or demonstration products. Sony reserves the right to modify or cancel this offer at any time.