

Your Sony Program Connection

End-user Programs

Effective January 01, 2010 through March 31, 2010 Sony is pleased to offer the following *Pro Video HDV Mail-in End User Rebates*: HDV™ HVR-HD1000U Camcorder \$50 Mail-in End User Rebate, HVR-Z5U Camcorder \$150 Mail-in End User Rebate, HVR-Z7U Camcorder \$300 Main-in End User Rebate and HVR-S270U Camcorder \$500 Mail-in End User Rebate. Rebates are offered on purchases of these models by a U.S. based end user (in the continental United States, Alaska and Hawaii, excluding territories) from a Sony Authorized Reseller, a Reseller of a Sony Authorized Distributor (third party reseller) or directly from Sony.

END USER REBATE:	END USER MAIL-IN REBATE ON MODELS: HVR-HD1000U, HVR-Z5U, HVR-Z7U, HVR-S270U		
PROMOTION PERIOD:	JANUARY 01, 2010 THROUGH MARCH 31, 2010		
Eligible Product(s)			
PRODUCT	INVENTORY CLASS	QUANTITY	REBATE PER UNIT
HVR-HD1000U	A	ANY	\$50
HVR-Z5U	A	ANY	\$150
HVR-Z7U	A	ANY	\$300
HVR-S270U	A	ANY	\$500

REQUIREMENTS:

TO RECEIVE THE REBATE BY MAIL:

1. U.S. based end user customer must purchase an HVR-HD1000U, HVR-Z5U, HVR-Z7U or HVR-S270U during the promotion period from a Sony Authorized Reseller, Third Party Reseller of an Authorized Distributor or directly from Sony. End users can locate a Sony Authorized Reseller at www.sony.com/professional.
2. End user customer must complete online rebate claim form at www.sony.com/ProVideoHDVRebate
3. End user customer must send printout of completed on-line form, entire ORIGINAL UPC product code label(s) from the box(es) of the eligible models, and copy(ies) of purchase invoice(s) from the Reseller to Sony Award Headquarters to the following address, postmarked no later than April 30, 2010.

Sony Award Headquarters
Offer# 090512A
PO Box 100478
White Bear Lake, MN 55110-0478