

Promotion Period: February 1, 2011 through March 31, 2011

End Users can receive a mail-in cash rebate on purchases of PMW-EX1R (\$300) and PMW-EX3 (\$500) during the promotion period from a Sony Authorized Reseller or directly from Sony. Eligible model must be ordered by and shipped to the end user within the promotion period to qualify. 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 model during the promotion period from a Sony Authorized Reseller or directly from Sony.
- 2) End User must fill out online rebate claim form at www.sony.com/XDCAMEXpromo
- 3) End User must send printout of completed online form, entire **ORIGINAL** UPC product code label from the box of the eligible model purchased (photocopies of UPC not accepted), and copy of purchase invoice from the same Sony Authorized Reseller or Sony to Sony Award Headquarters at the following address, postmarked no later than **April 30, 2011**.

Sony Award Headquarters
Offer # 100481A
PO Box 100478
White Bear Lake, MN 55110-0478

Terms and Conditions:

Receive a \$300.00 rebate by mail following purchase of a Sony PMW-EX1R XDCAM EX Full HD Memory Camcorder. Receive a \$500.00 rebate by mail following purchase of a Sony PMW-EX3 XDCAM EX Semi-shoulder Mount Camcorder. Offer valid on purchases of eligible products from February 1, 2011 through March 31, 2011. 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 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 April 30, 2011. Submission must include serial number and copies of dated purchase receipt/invoice and ORIGINAL UPC/serial number bar code label from the box of the eligible product (photocopies of UPC/serial number barcode label will not be accepted), and must be mailed to provided address. Limit one rebate per product purchased by end-users. Rebate check 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. Rebate checks will be issued in the name of the business or person purchasing the eligible product which, if applicable, must match the accompanying invoice/evidence. Offer is not transferable. Offer cannot 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). Sony reserves the right to substitute products of greater or equal value or cash equivalent in fulfillment of this offer. Offer valid only in the continental United States, Alaska and Hawaii and excluding territories. Offer not valid on refurbished, open-box, or returned products, or demonstration products. Sony reserves the right to modify or cancel this offer at any time.