

End User Promotion

PROMOTION NAME: XDCAM EX CAMCORDER AND FUJINON LENS END USER REBATE

PROMOTION PERIOD: NOVEMBER 1, 2011 - MARCH 31, 2012

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

TO RECEIVE THE REBATE BY MAIL:

1. End User must purchase an eligible camcorder together with an eligible Fujinon lens during the promotion period. Eligible camera and lens 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/XDCAMEXLENSPROMO
3. End User must send printout of completed online form, entire **ORIGINAL** UPC product code label(s)* from the box(es) of the eligible camcorder and Fujinon lens purchased (*claim submissions that do not include UPC/Serial Number bar codes from both the camera and lens will be rejected*) and copy of purchase invoice(s) to Sony Award Headquarters at the following address, postmarked no later than 04/30/2012.

Sony Award Headquarters
Offer # 110230A
PO Box 100478
White Bear Lake, MN 55110-0478

*Please note that the end user may submit eligible claims on multiple XDCAM EX end user promotions. The Original UPC must be included in the first submission. Photocopies of the UPC are acceptable for subsequent promotion submissions. This program may be combined with the following end user promotions from Sony:

110229A: XDCAM EX CAMCORDER CASH REBATE

110231A: XDCAM EX CAMCORDER / EXTERNAL RECORDER REBATE

Terms and Conditions:

Receive a rebate of up to \$9,000.00 by mail following purchase of one (1) eligible XDCAM EX Camcorder with one (1) eligible Fujinon Lens during the promotion period, see eligible product table for rebate amounts.

ELIGIBLE PRODUCTS	Camera Model	Fujinon Lens	End User Rebate per Camera and Lens Combination	
	PMW350K PMW350KCE PMW350L PMW350LCE		XA16X8BRAM	\$1,500
			XA20X85BERM	\$1,500
			*XA20X85BERM	\$1,500
			ZA12X45BERM	\$4,000
			ZA17X76BERM	\$4,000
			ZA22X76BERM	\$4,000
			HA14X45BERM	\$5,000
			HA16X63BERM	\$5,000
			HA18X76BERM	\$5,000
	HA23X76BERM	\$9,000		
ELIGIBLE PRODUCTS	Camera Model	Fujinon Lens	End User Rebate per Camera and Lens Combination	
	PMW320K PMW320KCE PMW320L PMW320LCE PMWEX3	XS20X63BRM	\$1,500	

***XA20X85BERM lens is available at the beginning of December 2011.**

Offer valid on purchases of eligible XDCAM EX Camcorder and Fujinon Lens from November 1, 2011 through March 31, 2012. Eligible camera and lens must be ordered by and shipped to the 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, 2012. Submission must include serial number and copies of dated purchase receipt/invoice and ORIGINAL eligible product UPC/serial number bar code label* from both the box of the eligible camera and the eligible lens, and must be mailed to provided address. Claim submissions that do not include UPC/Serial Number bar codes from both the camera and lens will be rejected. Limit one rebate per each camera/lens combination purchased to 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. With the exception of the offers noted below this 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). Offer valid only in the continental United States, Alaska and Hawaii and 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.

* End users may submit eligible claims on multiple XDCAM EX end user promotions. The Original UPC must be included in the first submission. Photocopies of the UPC are acceptable for subsequent promotion submissions. This program may be combined with the following end user promotions from Sony:

110229A: XDCAM EX CAMCORDER CASH REBATE

110231A: XDCAM EX CAMCORDER / EXTERNAL RECORDER REBATE