

End User Promotion

PROMOTION NAME: XDCAM EX CAMCORDER / EXTERNAL RECORDER REBATE

PROMOTION PERIOD: OCTOBER 15, 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 external recorder during the promotion period. Eligible camcorder and external recorder 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 or Resellers of a Sony Authorized Distributor, 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 together with an eligible external recorder during the promotion period. The camcorder must be purchased from a Sony Authorized Reseller or directly from Sony and the eligible external recorder may be purchased from any reseller who offers the product. Eligible camera and recorder 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/XDCAMEXRECORDERPROMO
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 external recorder purchased (*claim submissions that do not include UPC / Serial Number bar codes from both the camera and external recorder will be rejected*) and copy of purchase invoice(s) from the same Reseller or Sony to Sony Award Headquarters at the following address, postmarked no later than 04/30/2012.

Sony Award Headquarters
Offer # 110231A
PO Box 100478
White Bear Lake, MN 55110-0478

Terms and Conditions:

Receive a rebate of up to \$450.00 by mail following purchase of one (1) eligible XDCAM EX Camcorder with one (1) eligible External Recorder during the promotion period, see eligible product table for rebate amounts.

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	Camera Model	External Recorder Model	End User Rebate per Camera and External Recorder Combination
ELIGIBLE PRODUCTS	PMWF3K PMWF3L	Convergent Design: GEMINI 4:4:4	\$450.00
	PMWEX1R PMWEX3 PMW320K PMW320KCE PMW320L PMW320LCE PMW350K	Cinedeck: CINEDECK EX- SKU 8510 CINEDECK EX- SKU 8530	\$100.00
		AJA: KI-PRO-RO KI-PRO-ND-RO	\$100.00

	PMW350KCE PMW350L PMW350LCE PMWF3K PMWF3L	AJA: KI-PRO-MINI-RO	\$50.00
		Convergent Design: NANOFLASH NANOFLASH BUNDLE	\$350.00

Offer valid on purchases of eligible XDCAM EX Camcorder and External Recorder from October 15, 2011 through March 31, 2012. Eligible camera and external recorder 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 external recorder, and must be mailed to provided address. Claim submissions that do not include UPC/Serial Number bar codes from the camera and external recorder will be rejected. Limit one rebate per each camera/external recorder 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 XDCAM EX CAMCORDER CASH REBATE
- 110230A: XDCAM EX & FUJINON LENS CASH REBATE
- 110269A: PMWF3 EARLY ADOPTER REBATE WITH SCL-Z18X140 PURCH