

End User Promotion

REBATE OPTION 1: PMWF3 EARLY ADOPTERS (\$1200 mail-in rebate)

TO RECEIVE THE REBATE BY MAIL:

1. End User must purchase SCL-Z18X140 during the promotion period from a Sony Authorized Reseller or directly from Sony. Lens must be ordered by and shipped to the end user between November 1, 2011 and March 31, 2012. **PMWF3 must be shipped to the end user by November 30, 2011 and SCL-Z18X140 must be ordered by and shipped to the end user between November 1, 2011 and March 31, 2012 to qualify for the early adopter \$1200 rebate. Customers who take delivery of the PMWF3 after November 30, 2011 will NOT qualify for the early adopter rebate.**
2. End User must fill out online rebate claim form at www.sony.com/F3earlyadopter
3. End User must complete the online rebate claim form providing detail on their lens purchase and additional detail related to their purchase of PMWF3:
 - a. PMWF3(K/L) date of purchase
 - b. PMWF3(K/L) serial number
 - c. Survey questions related to the end user's PMWF3 usage.
 - d. (OPTIONAL) Short story (minimum of 200 words) on the end user's positive experience using the PMWF3. The end user will be required to authorize Sony's use of the story and end-user's name via a click-wrap release agreement that will be posted with the online rebate claim form. Sony will contact the end user in the case Sony has questions regarding the story provided.
4. End User must send printout of completed online form, entire **ORIGINAL** UPC product code label from the box of the SCL-Z18X140 purchased, and copy of the purchase invoice for the SCL-Z18X140 and purchase invoice for the PMWF3 (for proof of PMWF3 date purchased) to the following address, postmarked no later than 04/30/2012.

Sony Award Headquarters
Offer # 110269A
PO Box 100478
White Bear Lake, MN 55110-0478

REBATE OPTION 2: NEW PMWF3 CUSTOMERS (\$500 mail-in rebate)

TO RECEIVE THE REBATE BY MAIL:

1. End User must purchase a SCL-Z18X140 between November 1, 2011 and March 31, 2012 and a PMWF3(K/L) between December 1, 2011 and March 31, 2012 from a Sony Authorized Reseller or directly from Sony. **SCL-Z18X140 must be ordered by and shipped to the end user between November 1, 2011 and March 31, 2012 and the PMWF3 and must be ordered by and shipped to the end user between December 1, 2011 and March 31, 2012 to qualify for the \$500 rebate.**
2. End User must fill out online rebate claim form at www.sony.com/F3earlyadopter
3. End User must send printout of completed online form, entire **ORIGINAL** UPC product code label from the box of the SCL-Z18X140 purchased, and copy of the purchase invoice for the SCL-Z18X140 and purchase invoice for the PMWF3 (for proof of PMWF3 date purchased) to the following address, postmarked no later than 04/30/2012.

Sony Award Headquarters
Offer # 110269A
PO Box 100478
White Bear Lake, MN 55110-0478

Terms and Conditions:

Receive a rebate up to \$1200.00 by mail following purchase of SCL-Z18X140 14x High Powered Zoom Lens for PMW-F3 with the purchase of a PMWF3(K/L) Super 35mm XDCAM EX Camcorder.

REBATE OPTION 1: PMWF3 EARLY ADOPTERS (\$1200 mail-in rebate):

End users who took delivery of PMWF3(K/L) November 30, 2011 or prior will be eligible for a \$1200 cash mail-in rebate if they purchase the recently announced SCL-Z18X140 power zoom lens between November 1, 2011 and March 31, 2012. PMWF3 must be shipped to the end user by November 30, 2011 and SCL-Z18X140 must be ordered by and shipped to the end user between November 1, 2011 and March 31, 2012 to qualify for the early adopter \$1200 rebate. **Customers who take delivery of the PMWF3 after November 30, 2011 will NOT qualify for the early adopter rebate.**

Early adopters of PMW-F3(K/L) can receive further industry exposure through Sony's global marketing activities, if they authorize Sony to publicize their positive PMW-F3K/L stories, pictures and/or footage and Sony elects to do so. This unique opportunity is optional and available from Sony at no additional cost only to early adopters of PMWF3(K/L). However, offer expires on March 31, 2012 and there will be limitations on the number of PMW-F3K/L early adopters Sony may choose to work with. To participate, provide a short story (minimum 200 words) on your positive experience using the PMWF3 in the area provided on the next page and click "yes" to indicate you have read and agree to the terms of the posted release agreement authorizing Sony to publicize your name and story for Sony's promotional use on survey question number 5. Sony will contact the end user in the case Sony has questions regarding the story provided.

REBATE OPTION 2: NEW PMWF3 CUSTOMERS (\$500 mail-in rebate):

End users who purchase a SCL-Z18X140 between November 1, 2011 and March 31, 2012 and a PMWF3(K/L) between December 1, 2011 and March 31, 2012 will be eligible for a \$500 end user cash mail-in rebate. SCL-Z18X140 must be ordered by and shipped to the end user between November 1, 2011 and March 31, 2012 and the PMWF3 and must be ordered by and shipped to the end user between December 1, 2011 and March 31, 2012 to qualify for the \$500 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 the box of the SCL-Z18X140 Lens, and the purchase invoice for the PMWF3(K/L), and must be mailed to provided address. Limit one rebate per each eligible lens/camera 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.

*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 CASH REBATE

110231A: XDCAM EX CAMCORDER AND EXTERNAL RECORDER REBATE