

End User Promotion

PROMOTION: Purchase an HXR-NX70U NXCAM® Compact Camcorder and receive one ACC-V1BP Basic Power Accessory Kit free via mail-in rebate.

PROMOTION PERIOD: October 1, 2011 through March 31, 2012

End Users can receive one (1) Sony ACC-V1BP Basic Power Accessory Kit by mail when they purchase one (1) HXR-NX70U NXCAM Compact Camcorder during the promotion period of October 1, 2011 through March 31, 2012 from a Sony U.S. Authorized Reseller, Third Party Reseller of a Sony Authorized Distributor or Direct 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 ACC-V1BP BASIC POWER ACCESSORY KIT BY MAIL:

- 1) End User must purchase a HXR-NX70U camcorder during the promotion period from a Sony Authorized Reseller, Third Party Reseller of a Sony Authorized Distributor or Direct from Sony.
- 2) End User must fill out online rebate claim form at www.sony.com/HXRNX70UACCpromo
- 3) End User must send printout of completed online form, entire **ORIGINAL** UPC product code label from the box of the HXR-NX70U purchased (**photocopies of UPC not accepted**), and copy of purchase invoice from the same Reseller or Sony to Sony Award Headquarters at the following address, postmarked no later than April 30, 2012.

Sony Award Headquarters
Offer # 110198B
PO Box 100478
White Bear Lake, MN 55110-0478

Terms and Conditions:

Receive one (1) ACC-V1BP Basic Power Accessory Kit by mail following the purchase of a Sony HXR-NX70U NXCAM® Compact Camcorder. Offer valid on purchases of eligible products from October 1, 2011 through March 31, 2012. Eligible models must be ordered from and shipped to the end user customer within the promotion period to be eligible for rebate. For premium 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 code (photocopies of UPC will not be accepted), and must be mailed to the provided address. Limit one rebate per each eligible product purchased by end-user (not for resale). Premium will not be delivered to P.O. Boxes. Offer is not transferable. 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 premium items lost, damaged, or delayed in transit unless Sony has been negligent. Submitted materials become Sony property and will not be returned. Products for which premium 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, excluding territories. Offer not valid on the purchase of B stock, refurbished, open-box, returned products, or demonstration products. Sony reserves the right to modify or cancel this offer at any time.