

End User Promotion

End Users can receive a mail-in cash rebate on purchases of a Sony HXR-NX70U NXCAM® Professional Camcorder during the promotion period from a Sony Authorized Reseller, Reseller of a Sony Authorized Distributor or directly from Sony. Eligible product must be ordered by and shipped to the end user within the promotion period in order to qualify for this 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 a Sony HXR-NX70U NXCAM® Professional Camcorder during the promotion period from a Sony Authorized Reseller, Reseller of a Sony Authorized Distributor or Direct from Sony. Eligible product must be ordered by and shipped to the end user within the promotion period in order to qualify for this rebate.
2. End User must fill out online rebate claim form at www.sony.com/bpenduser.
 - a. Click on "Get Your Rebate"
 - b. Locate this rebate promotion by searching by Product Manufacturer: Sony Electronics, Inc. or by Promotion Code 130029A.
 - c. Complete the online claim form.
 - d. Follow the instructions provided to submit the claim form, invoice and UPC code to the claim submission address.
3. End User must send printout of completed online form, entire **ORIGINAL** UPC product code label from the box of the HXRNX5U purchased (**photocopies of UPC not accepted**), and a copy of purchase invoice from the same Sony Authorized Reseller, Reseller of Sony Authorized Distributor or Sony to Sony Award Headquarters at the following address, postmarked no later than July 31, 2013.

Sony Award Headquarters
Promotion Code 130029A
PO Box 540003
El Paso, TX 88554

Terms and Conditions:

Receive a \$300.00 rebate by mail following purchase of an HXR-NX70U NXCAM® Compact Camcorder. Offer valid on purchases of eligible product from May 1, 2013 through June 30, 2013. Eligible models must be ordered from a Sony Authorized Reseller, reseller of a Sony Authorized Distributor 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 July 31, 2013. 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 each eligible 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 can 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, or demonstration products. Sony reserves the right to modify or cancel this offer at any time.