

End User Promotion

PROMOTION NAME: XDCAM EX CAMCORDER END USER CASH REBATE

PROMOTION PERIOD: APRIL 1, 2012 THROUGH SEPTEMBER 30, 2012

End Users can receive a mail-in cash rebate on purchases of an eligible camera during the promotion period from a Sony Authorized Reseller or directly from Sony. Eligible model must be ordered by and shipped to the end user within the promotion period to qualify to the rebate.

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 REBATE BY MAIL:

- 1) End User must purchase an eligible camera during the promotion period from a Sony Authorized Reseller or directly from Sony. Eligible model 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/XDCAMEXPROMO
- 3) End User must send printout of completed online form, entire ORIGINAL UPC product code label* from the box of the eligible camera purchased and copy of purchase invoice from the same Sony Authorized Reseller or Sony to Sony Award Headquarters at the following address, postmarked no later than 10/31/2012

Sony Award Headquarters
Offer # 120032A
PO Box 100478
White Bear Lake, MN 55110-0478

Terms and Conditions:

Receive up to an \$800.00 rebate by mail following purchase of an eligible XDCAM EX Camcorder, see eligible product table for rebate amounts.

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	MODEL	QTY	REBATE PER UNIT
ELIGIBLE PRODUCTS	PMW-EX1R	1	\$400.00
	PMW-EX3	1	\$500.00
	PMW-320K	1	\$500.00
	PMW-320KCE	1	\$500.00
	PMW-350L	1	\$500.00
	PMW-350K	1	\$500.00
	PMW-350KCE	1	\$500.00
	PMW-350LCE	1	\$500.00
	PMW-F3K	1	\$800.00
	PMW-F3L	1	\$800.00
	PMW-F3K/RGB	1	\$800.00
	PMW-F3L/RGB	1	\$800.00

Offer valid on purchases of eligible products from April 1, 2012 through September 30, 2012. Eligible models must be ordered directly from Sony or from a Sony authorized reseller 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 than October 31, 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 eligible product, and must be mailed to provided address. Limit one rebate per each eligible product 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. This promotion may be combined with other promotions 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.