



TAKE IT TO THE EDG

THE CUTTING EDGE IN SPORT OPTICS

Nikon's "Take it to the EDG" Promotion

How to Receive Your Promotional Item

1. Purchase and take delivery of any new eligible Nikon EDG Binocular or EDG Fieldscope Product(s) listed below from a Nikon Authorized Dealer, from April 1, 2010 through October 31, 2010.
2. Complete the promotion application below (also available at NikonPromo.com/EDG), attach all required proof-of-purchase materials for each eligible EDG product and mail to Nikon Inc. at the address set forth on this form.
3. Subject to your fulfilling all terms of this offer, Nikon Inc. will mail you a D3000 camera kit (Product #25462), which includes an 18-55 VR Nikkor lens (collectively, the "D3000 Kit") within 6 weeks of our receipt and verification of your application.

Please read complete Terms of Offer shown on the back of this form.

ELIGIBLE NIKON EDG PRODUCTS:

PRODUCT NAME	PRODUCT #	PROMOTIONAL ITEM
Nikon 8x32 EDG Binocular	7563	D3000 Kit
Nikon 10x32 EDG Binocular	7564	D3000 Kit
Nikon 7x42 EDG Binocular	7560	D3000 Kit
Nikon 8x42 EDG Binocular	7561	D3000 Kit
Nikon 10x42 EDG Binocular	7562	D3000 Kit
Nikon 16-48x65 EDG Fieldscope(S)	8290	D3000 Kit
Nikon 16-48x65 EDG Fieldscope(A)	8291	D3000 Kit
Nikon 20-60x85 EDG Fieldscope(S)	8292	D3000 Kit
Nikon 20-60x85 EDG Fieldscope(A)	8293	D3000 Kit

All EDG products are subject to availability.

**COMPLETE This Section, Enclose
Proofs-Of-Purchase & Mail To:**

**Nikon "Take it to the EDG" Promotion
P.O. Box 407
Dept No. 582
Cinnaminson, NJ 08077**

List Eligible Product(s) Purchased:

TOTAL D3000 KITS CLAIMED _____

Name _____

Postal Address (No P.O. Boxes) _____

City _____ **State** _____ **Zip** _____

Phone # _____ **Email Address** _____
(optional)

Signature _____ **Date of Purchase** _____

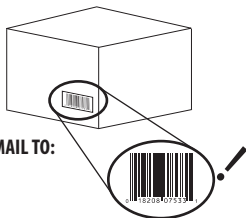
Be Sure to Enclose for EACH Eligible EDG Product:

- ☐ Copy of Bill-of-Sale (with eligible EDG products circled)
- ☐ Individual EDG product original box-side panel with UPC code

**For Consumer Inquiries,
Please Call 888.426.4650**

**COMPLETE THIS PROMOTION APPLICATION,
ENCLOSE PROOF-OF-PURCHASE MATERIALS & MAIL TO:**

**NIKON Take it to the EDG Promotion
P.O. Box 407
Dept. No. 582
Cinnaminson, NJ 08077**



TERMS OF OFFER:

1) Time period: Nikon's "Take it the EDG" Promotion is valid only for retail sales of new eligible EDG products (listed on the front side of this form) purchased from Nikon Inc. by Nikon authorized dealers or distributors and sold and delivered to consumer purchasers by Nikon authorized dealers from April 1, 2010 through October 31, 2010. All promotion applications must be postmarked no later than November 30, 2010. Promotion applications postmarked after that date will be rejected.

2) Subject to your fulfilling all other terms of this offer, Nikon Inc. will send a D3000 Kit directly to the consumer purchaser at the address stated in the application. The D3000 Kit will be sent via UPS within approximately six weeks after Nikon Inc. has received and verified the application, copy of bill-of-sale, and the original side panel of the Nikon EDG product box showing the UPC code. Receipt of the D3000 Kit must be acknowledged by a signature at the time of delivery by UPS.

3) Purchase confirmation: This application must be completed, signed and mailed by the consumer purchaser applicant to: Nikon Take it to the EDG Promotion, P.O. Box 407, Dept No. 582, Cinnaaminson, NJ 08077 with A) a copy of your bill-of-sale (do not send original) showing the consumer purchaser's name, address, date of purchase, and eligible product(s) purchased, and stating that the item has been delivered to the consumer purchaser, with such eligible EDG product(s) circled on the bill-of-sale; your bill-of-sale must indicate the name of the Nikon authorized dealer who sold the eligible EDG product(s), and B) the original side panel of the Nikon EDG product box, which includes the UPC code of each eligible Nikon EDG product you purchased. Copies of the side panel box showing the UPC code will not be accepted. The application must be filled out completely or it will be rejected. All applications and accompanying documentation become the property of Nikon Inc. and cannot be returned.

4) Who qualifies: Offer is open to any bona fide retail consumer purchaser who meets the terms of the offer. Nikon sport optics dealers and distributors, their employees and families, as well as the employees, agencies, representatives of Nikon Inc., and its affiliates, and their families, are specifically excluded from this offer.

5) This promotion is offered exclusively for consumer purchasers of new eligible Nikon EDG products (listed on the front side of this form) imported by and distributed for retail sale within the 50 United States, the District of Columbia, Puerto Rico and the U.S. Virgin Islands by Nikon Inc., Melville, New York. Promotion eligible purchases must be made by and delivered to a bona fide retail customer. Purchases made in or delivered to other countries are ineligible. Nikon EDG products sold by other Nikon subsidiaries or affiliates are not eligible for this promotion.

6) Retail sales made to a retail customer not physically present at the dealer location, e.g., internet or catalogue sales, and shipped by the dealer to the retail customer via common carrier to an address outside the 50 United States, the District of Columbia, the U.S. Virgin Islands or Puerto Rico, are excluded from this offer.

7) Consumer purchasers may receive only one D3000 Kit for each eligible Nikon EDG product purchased. Unless specifically authorized by Nikon Inc., Nikon's "Take it to the EDG" Promotion cannot be combined with any other Nikon offer. Available only at participating Nikon authorized dealers. Void where prohibited, taxed or restricted by law. Offer is not transferrable. Nikon is not responsible for lost, invalid, illegible, incomplete, stolen or misdirected submissions. No substitutions or rain checks.

8) Except for Nikon's one year Limited Warranty included with the D3000 Kit, Nikon makes no warranties or guarantees of any kind, either express or implied, regarding the D3000 Kit, including without limitation, any warranty of merchantability or fitness for a particular purpose.

9) This offer may be amended or withdrawn without notice at the option of Nikon Inc. Misuse of this application constitutes fraud. Your Nikon authorized dealer is not authorized to change the terms of the offer.