

## End User Promotion

### **NXCAM® SUPER 35MM CAMCORDER AND 128GB FLASH MEMORY UNIT COMBINATION REBATE**

**PROMOTION PERIOD:** SEPTEMBER 15, 2011 through DECEMBER 15, 2011

End Users can receive a mail-in cash rebate on purchases of a Sony NEX-FS100U or NEX-FS100UK together with a Sony HXR-FMU128 Flash Memory Unit during the promotion period from a Sony Authorized Reseller or Direct from Sony. The camcorder and the HXR-FMU128 Flash Memory Unit must be ordered by and shipped to end user customer within the promotion period and appear together on the same invoice to be eligible for rebate.

For a listing of Sony Authorized Resellers, please visit: [www.sony.com/professional](http://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 NEX-FS100U or NEX-FS100UK camcorder together with an HXR-FMU128 Flash Memory Unit during the promotion period from a Sony Authorized Reseller or Direct from Sony.
- 2) End User must fill out online rebate claim form at [www.sony.com/NEXFS100FMUPromo](http://www.sony.com/NEXFS100FMUPromo)
- 3) End User must send printout of completed online form, entire **ORIGINAL** UPC product code labels from both the camcorder and the flash memory unit (**photocopies of UPC not accepted**), 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 January 15, 2012.

**Sony Award Headquarters  
Offer # 110197A  
PO Box 100478  
White Bear Lake, MN 55110-0478**

#### **Terms and Conditions:**

Receive a \$500.00 cash rebate by mail following purchase of an NEX-FS100U NXCAM Super 35mm camcorder without Lens together with an HXR-FMU128 Flash Memory Unit. Receive a \$500.00 cash rebate by mail following purchase of an NEX-FS100UK Super 35mm Digital Motion Camcorder together with the purchase of an HXR-FMU128 Flash Memory Unit. Offer valid on purchases of eligible products from September 15, 2011 through December 15, 2011. Eligible models must be ordered from an authorized reseller or directly from Sony and shipped to end user customer within the promotion period to be eligible for rebate. The eligible camcorder and memory unit must appear on the same invoice to be eligible for the 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 January 15, 2012. Submission must include a copy of the dated purchase receipt/invoice and ORIGINAL eligible product UPC/serial number bar code label from the boxes of both the camera and memory unit (photocopies of UPC/serial number barcode label will not be accepted), and must be mailed to provided address. Limit one rebate per each camcorder/memory unit combination purchased. 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 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). 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 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.