

Your Sony Program Connection

End-user Programs

Effective October 01, 2009 through December 31, 2009 Sony is pleased to offer the following *Affordable Pro Video Mail-in End User Rebates*: HDV™ HVR-V1U Camcorder and HVR-DR60 Hard Disk Recorder/Player \$500 Mail-in End User Rebate, HVR-A1U Camcorder, HVR-M35U Videotape Recorder/Player and HXR-MC1/ACC HD POV Camera Recorder & Accessory Kit \$300 Mail-In End User Rebate. Rebates are offered on purchases of these models by a U.S. based end user (in the continental United States, Alaska and Hawaii, excluding territories) from a Sony Authorized Reseller, a Reseller of a Sony Authorized Distributor (third party reseller) or directly from Sony.

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|----------------------------|---|-----------------|------------------------|
| END USER REBATE: | END USER MAIL-IN REBATE ON MODELS: HVR-V1U, HVR-DR60, HVR-A1U, HVR-M35U, HXR-MC1/ACC | | |
| PROMOTION PERIOD: | OCTOBER 01, 2009 THROUGH DECEMBER 31, 2009 | | |
| Eligible Product(s) | | | |
| PRODUCT | INVENTORY CLASS | QUANTITY | REBATE PER UNIT |
| HVR-V1U | A | ANY | \$500 |
| HVR-DR60 | A | ANY | \$500 |
| HVR-A1U | A | ANY | \$300 |
| HVR-M35U | A | ANY | \$300 |
| HXR-MC1/ACC | A | ANY | \$300 |

TO RECEIVE THE REBATE BY MAIL:

1. U.S. based end user customer must purchase an HVR-V1U, HVR-DR60, HVR-A1U, HVR-M35U or HXR-MC1/ACC during the promotion period from a Sony Authorized Reseller, Third Party Reseller of an Authorized Distributor or directly from Sony. End users can locate a Sony Authorized Reseller at www.sony.com/professional.
2. End user customer must complete online rebate claim form at www.sony.com/AFFORDABLECashback
3. End user customer must send printout of completed on-line form, entire ORIGINAL UPC product code label(s) from the box(es) of the eligible models, and copy(ies) of purchase invoice(s) from the Reseller to Sony Award Headquarters to the following address, postmarked no later than January 31, 2010.

Sony Award Headquarters
Offer# 090371A
PO Box 100478
White Bear Lake, MN 55110-0478