

Promotion Period: October 1, 2010 - December 31, 2010

End Users can receive a mail-in cash rebate on purchases of eligible HDV product during the promotion period from a Sony Authorized Reseller, Sony Authorized Distributor Reseller or directly from Sony. Eligible models must be ordered directly from Sony or an authorized reseller and shipped to end user customer within the promotion period to be eligible for rebate.

Eligible Product:

HVR-HD1000U Digital High Definition HDV Shoulder Mount Camcorder (\$150.00 Mail-in Rebate)

HVR-A1U C-MOS 1080i HDV Camcorder (\$150.00 Mail-in Rebate)

HVR-Z5U HDV High Definition Handheld Camcorder (\$200.00 Mail-in Rebate)

HVR-V1U 3CMOS 1080p HDV Camcorder (\$300.00 Mail-in Rebate)

HVR-Z7U HDV Camcorder with Memory Recording Unit (\$500.00 Mail-in Rebate)

For a listing of Sony Authorized Resellers or Resellers of 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 an eligible model(s) during the promotion period from a Sony Authorized Reseller or Sony Authorized Distributor Reseller.
- 2) End User must fill out online rebate claim form at www.sony.com/HDV
- 3) End User must send printout of completed online form, entire ORIGINAL UPC product code label(s) from the box(es) of the list model (s) purchased, and copy(ies) of purchase invoice(s) from the same Sony Authorized Reseller or Reseller of Sony Authorized Distributor to Sony Award Headquarters at the following address, postmarked no later than January 31, 2011.

Sony Award Headquarters
Offer # 100324A
PO Box 100478
White Bear Lake, MN 55110-0478

Terms and Conditions:

Receive a \$150 rebate by mail following purchase of an HVR-HD1000U Digital High Definition HDV Shoulder Mount Camcorder or an HVR-A1U C-MOS 1080i HDV Camcorder. Receive a \$200 rebate by mail following purchase of an HVR-Z5U HDV High Definition Handheld Camcorder. Receive a \$300 rebate by mail following purchase of an HVR-V1U 3CMOS 1080p HDV Camcorder. Receive a \$500 rebate by mail following purchase of an HVR-Z7U HDV Camcorder with Memory Recording Unit. Offer valid on purchases of eligible products from October 1, 2010 through December 31, 2010. Eligible models must be ordered directly from Sony or an 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 January 31, 2011. Submission must include serial number and copies of dated purchase receipt/invoice and original eligible product UPC code, and must be mailed to the provided address. Purchase orders/order confirmations will not be accepted, end user must submit the final invoice or receipt. Limit one rebate per 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. 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 refurbished, open-box, or returned products, or demonstration products. Sony reserves the right to modify or cancel this offer at any time.