

End User Promotion

PROMOTION NAME: XDCAM HD422 & FUJINON LENS - END USER CASH REBATE

PROMOTION PERIOD: NOVEMBER 1, 2011 - DECEMBER 31, 2011

U. S. based end user customers can receive a mail-in cash rebate with the combined purchase of qualifying XDCAM Camera and a Fujinon lens during the promotion period. Eligible camera and lens must be ordered by and shipped to the end user customer within the promotion period to qualify for the rebate.

TO RECEIVE THE REBATE BY MAIL:

1. End User must purchase an eligible camcorder together with an eligible Fujinon lens during the promotion period.
2. End User must fill out online rebate claim form at www.sony.com/xdcamopticalens
3. End User must send printout of completed online form, entire **ORIGINAL** UPC product code label(s)* from the box (es) of the eligible camcorder and Fujinon lens purchased (*claim submissions that do not include UPC/Serial Number bar codes from both the camera and lens will be rejected*), and copy of purchase invoice(s) to Sony Award Headquarters at the following address, postmarked no later than 01/31/2012.

**Sony Award Headquarters
Offer #110232A
PO Box 100478
White Bear Lake, MN 55110-0478**

Terms and Conditions:

Receive a rebate of up to \$9,000 by mail following purchase of one (1) eligible XDCAM HD422 Camcorder with one (1) eligible Fujinon Lens during the promotion period, see eligible product table for rebate amounts.

ELIGIBLE PRODUCTS	Camera Model	Fujinon Lens	End User Rebate per Camera and Lens Combination
	PDWF800 PDW700 PMW500/HD02 PDWF800PAC1 PDWF800PAC2 PMW500PAC1 PMW500PAC2	XA16X8BRAM	\$1,500
		XA20X85BRM	\$1,500
		*XA20X85BERM	\$1,500
		ZA12X45BERM	\$4,000
		ZA17X76BERM	\$4,000
		ZA22X76BERM	\$4,000
		HA14X45BERM	\$5,000
		HA16X63BERM	\$5,000
		HA18X76BERM	\$5,000
		HA23X76BERM	\$9,000

*XA20X85BERM lens is available at the beginning of December 2011

Offer valid on purchases of eligible XDCAM HD422 Camcorder and Fujinon Lens from November 1, 2011 through December 31, 2011. Eligible models must be ordered by and shipped to the 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, 2012. Submission must include serial number and copies of dated purchase receipt/invoice and ORIGINAL eligible product UPC/serial number bar code label* from both the box of the eligible camera and the eligible lens, and must be mailed to provided address. Claim submissions that do not include UPC/Serial Number bar codes from the camera and lens will be

rejected. Limit one rebate per each camera/lens combination 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. With the exception of the offers noted below this 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). 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.

* End users may submit eligible claims on multiple XDCAM HD422 end user promotions. The Original UPC must be included in the first submission. Photocopies of the UPC are acceptable for subsequent promotion submissions. This program may be combined with the following end user promotions from Sony:

110233A: XDCAM OPTICAL DISC - END USER MEDIA REBATE