



May 2005 - Hasselblad Announces New Promotions

Express 132C Instant Rebate

Hasselblad is pleased to announce a \$4000 Instant Rebate on purchases of the Express 132C between May 1, 2005 and June 30, 2005. Additionally, the price for a special Express 132C/H1 bundle is \$23,995 during this Instant Rebate promotion. Note: Customers that purchase the 132C under this promotion and wish to later upgrade to an Express 528C will be charged \$10,000 which is the difference in price between the rebated Express 132C and a new Express 528C. Units purchased under this Instant Rebate promotion are not eligible for the standard 22mpxl 4res module upgrade pricing. This promotion may not be combined with any other offer.



H1 - 10% Digital Coupon

Hasselblad is launching an H1 promotion that provides customers who purchase a new H1 camera system between May 1, 2005 and June 30, 2005, a coupon entitling them to a 10% discount on the future purchase of selected Hasselblad digital products. This offer excludes purchases of the following digital products: FT343, V96C, Express 96C and the Express 384C. All other Hasselblad digital products are eligible for this promotion. The coupon is valid for one year from date of purchase. This promotion may not be combined with any other offer.



FT646 Trade-In for Express

Hasselblad is also launching a promotion that provides customers purchasing a Flextight 646 between May 1, 2005 and June 30, 2005 a voucher, which entitles them to trade-in the scanner and receive the full value (\$9,995) towards the purchase of an Express 132C or Express 528C. Customers also have the added flexibility of purchasing a FT848 or FT949 under this promotion, but they will only receive the trade-in value of a FT646 (\$9,995). Customers have up to one year after purchase of the scanner to trade-in for the Express 132C or Express 528C. The trade-in transaction will take place directly with Hasselblad USA. The purchase price of the Express 132C or 528C will be at the full MSRP at the time the trade-in offer is exercised. This promotion may not be combined with any other offer.

