

## Your Sony Program Connection

## End-user Programs



DATE: JANUARY 1, 2010 09-0511

TO: PRODUCTION PRODUCT RESELLER  
SOLUTION SYSTEMS RESELLER  
SYSTEM PRODUCT RESELLER  
PREMIER AUDIO & SYSTEM PRODUCT RESELLER  
KEY STRATEGIC SYSTEMS INTEGRATOR  
DIRECT SALES

FROM: TATSURO KURACHI / GINA VOIGT

PROMOTION: PURCHASE A PMW-350 SHOULDER MOUNT CAMCORDER AND RECEIVE A 16GB  
SXS MEMORY CARD

TYPE: END USER PREMIUM REBATE

Sony is please to offer a Mail-In End User Rebate promotion of one (1) 16GB SxS™ Memory Card with the purchase of a PMW-350K or PMW-350L XDCAM EX Shoulder-mount Camcorder from a Sony XDCAM EX XL Authorized Reseller, Systems Integrator, or directly from Sony. This will be sent at no additional charge to an end user that submits an approved claim.

PMW-350 CAMCORDER 16GB SXS MEMORY CARD MAIL-IN END USER REBATE				
PROMOTION PERIOD:		January 1, 2010 through March 31, 2010		
ELIGIBLE PRODUCT(S)	Model	Inventory Class	Quantity	End User Rebate
	PMW-350K	A	Any	16 GB SxS Memory Card
	PMW-350L	A	Any	16 GB SxS Memory Card

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<p><b>TO RECEIVE THE PMW-350 16GB SxS Memory Card REBATE BY MAIL:</b></p> <p>End Users can receive a Sony SBP-16 16GB SxS Memory Card valued at \$1,100.00 by mail on purchases of either of the XDCAM EX PMW-350 Shoulder-mount camcorder models during the promotion period of January 1, 2010 through March 31, 2010 from a Sony Authorized XDCAM EX XL Reseller, a Systems Integrator, or directly from Sony.</p> <p>For a listing of Sony Authorized XDCAM EX XL Resellers, please visit: <a href="http://www.sony.com/XDCAMEX">www.sony.com/XDCAMEX</a>.</p> <p><b>TO RECEIVE THE 16GB SxS Memory Card BY MAIL:</b></p> <ol style="list-style-type: none"> <li>1) End User must purchase a PMW-350K or PMW-350L during the promotion period from a Sony Authorized XDCAM EX XL Reseller, a Systems Integrator, or directly from Sony.</li> <li>2) End User must fill out an online rebate claim form at <a href="http://www.sony.com/xdcamex/customer">www.sony.com/xdcamex/customer</a></li> <li>3) End User must send a printout of the completed online form, entire <b>ORIGINAL</b> UPC product code label(s) from the box(es) of the PMW-350K or PMW-350L purchased, and copy(ies) of purchase invoice(s) from the Sony Authorized XDCAM EX XL Reseller, Systems Integrator, Sony to Sony Award Headquarters at the following address, postmarked no later than April 30, 2010.</li> </ol> <p style="text-align: center;"> <b>Sony Award Headquarters</b>  <b>Offer # 090511B</b>  <b>PO Box 100478</b>  <b>White Bear Lake, MN 55110-0478</b> </p>
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**TERMS AND CONDITIONS**

<b>Promotion Period:</b>	January 1, 2010 through March 31, 2010
<b>Eligible Products:</b>	Only PMW-350K or PMW-350L A stock models are eligible. <b>Note:</b> Only models purchased from one of the registered Sony Authorized XDCAM EX XL Resellers, identified at <a href="http://www.sony.com/xdcamex">www.sony.com/xdcamex</a> , a Systems Integrator, or directly from Sony are eligible for this rebate.
<b>Backorder/Future Order:</b>	PMW-350K, PMW-350L must be ordered from a Sony Authorized XDCAM EX XL Reseller, Systems Integrator, or directly from Sony and shipped to an end user customer within the promotion period to be eligible for the rebate.
<b>Mixing of Promotions:</b>	This program may not be combined with other End User promotions from Sony.
<b>Quantity:</b>	Limit one (1) rebate per eligible product purchased.

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TERMS AND CONDITIONS (cont'd):

Claim procedure:	<p>The claim procedure is a two step process:</p> <ol style="list-style-type: none"> <li>1. End user must complete an online claim form no later than April 30, 2010 at <a href="http://www.sony.com/xdcamex/customer">www.sony.com/xdcamex/customer</a></li> <li>2. End user must send a printout of the completed online 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 Sony Authorized XDCAM EX XL Reseller, Systems Integrator, or directly from Sony to Sony Award Headquarters at the following address, postmarked no later than April 30, 2010.</li> </ol> <p style="text-align: center;">Sony Award Headquarters        Offer 090511B        PO Box 100478        White Bear Lake, MN 55110-0478</p> <p><b>CLAIMS WILL NOT BE PROCESSED OR CONSIDERED RECEIVED UNTIL THE BACKUP PAPERWORK HAS BEEN SUBMITTED.</b></p>
Submission Deadline:	All claims must be entered online and required backup documentation submitted and postmarked no later than April 30, 2010 or they will be rejected.
Claim Dispute:	Disputes for rejected claims must be submitted within 30 days of postmark date of claim rejection notice. To dispute a claim, end user must call the toll free number provided on the website. In the event of any questions or interpretation of the terms and conditions of this promotion, the decision of Sony will be final.
Other Terms & Conditions:	<p>End user should allow 8-10 weeks following receipt of properly completed rebate submission for the delivery of the 16GB SxS Memory Card. Limit one rebate per eligible product purchased by end-user (not for resale). Premium will not be delivered to PO Boxes. Offer is not transferable. 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 rebates lost, damaged, or delayed in transit unless Sony has been negligent. Submitted materials become Sony property and will not be returned. Sony reserves the right to substitute products of greater or equal value or cash equivalent in fulfillment of this offer. Products for which rebate is claimed may not be returned (limited warranty claims excluded). Offer valid only in the United States, Alaska and Hawaii, excluding territories. Offer not valid on refurbished, open-box, returned products, or demonstration products.</p>
Change/Cancellation:	Sony may change or cancel this promotion at any time.

Please contact your Sony account manager with any questions that you may have about this promotion.

Good Selling!

<p>Tatsuro Kurachi        Group Marketing Manager, BPAV        Broadcast &amp; Business Solutions Company</p>	<p>Gina Voigt        Marketing &amp; Business Development, BPAV        Broadcast &amp; Business Solutions Company</p>
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