

ALL Unleashed promotions expire March 31st 2012

<http://www.sony.com/XDCAMEXUnleashed>

Promotion Qualifier

Current owner of F3L/K, and CBK-RGB01 (S-Log RGB444)

Qualifying customer can purchase either an SR-R1 SRMemory recorder, or the SCL-Z18X140 and receive a \$2500.00 rebate via mail-in rebate

SR-R1

SR-R1 SRMemory recorder, SR Codec and Uncompressed recording and play back

SCL-Z18X140

SCL-Z18X140 \$1200.00 Loyalty rebate program, receive a total of \$3700.00 (\$2500+\$1200) if PMW-F3K/L was purchased prior to 11/30/2011

SCL-Z18X140 \$500.00 Loyalty rebate program, receive a total of \$3000.00 (\$2500+\$500.00) if PMW-F3K/L was purchased 12/1/2011 to 03/31/2012

Also qualify for select, existing Promotions

If PMW-F3L/K was purchased between 10/15/2011 - 3/31/2012 you are also eligible for the \$800.00 camcorder mail in rebate

Eligible for the external recorder rebate program, between 10/15/2011 - 03/31/2012 up to \$450.00

The CBK-RGB01 specific promotions cannot be combined

Current owner of PMW-F3L/K only

Purchase CBK-RGB01 directly from Sony for \$899.00, limited time, limited quantities, first come first served until 3/31/2012 or while supplies last

If PMW-F3L/K was purchased between 10/15/2011 - 3/31/2012 you are also eligible for the \$800.00 camcorder mail in rebate

Between 10/15/2011 - 3/31/2012, eligible for the external recorder rebate program via mail-in rebate, up to \$450.00

SCL-Z18X140 \$1200.00 Loyalty rebate program, if PMW-F3K/L was purchased prior to 11/30/2011, or \$500.00 Loyalty rebate program, if PMW-F3K/L was purchased 12/1/2011 to 03/31/2012

Looking to purchase PMW-F3L/K

PMW-F3L/K \$800.00 camcorder mail in cash rebate, between 10/15/2011 - 3/31/2012

Between 10/15/2011 - 3/31/2012, external recorder rebate of up to \$450.00

SCL-Z18X140 \$500.00 Loyalty rebate program, if PMW-F3K/L is purchased from 12/1/2011 to 03/31/2012