

**SONY**  
make.believe

Sony makes it easy  
to get the best shot.



**Photography educators and full-time students:**  
Save on select Sony  $\alpha$  (alpha) DSLR cameras, lenses and  
accessories after mail-in rebate!\*

\*Offer valid on purchase of eligible product from April 01, 2011 through September 30, 2011.



**Terms and Conditions:** Offer valid on purchase of eligible products from April 01, 2011 through September 30, 2011. For check delivery, please allow 8-10 weeks following receipt of properly completed rebate submission. Online pre-qualification submissions must be completed and supporting documentation must be postmarked within 30 days after purchase date. Complete mail-in submission must be postmarked within 30 days after purchase date. Limit one rebate per product purchased. Product purchased under this program is for use in connection with photography classes, and should not be resold on online auctions or otherwise. No delivery to PO Boxes. If rebate check is not cashed within 90 days of issuance, it will be void, and consumer will not be entitled to receive any rebate. 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 lost, damaged, or delayed in transit. Submitted materials become Sony property. Products for which rebate is claimed may not be returned; this return restriction does not apply to warranty claims. Offer valid only in the United States, excluding territories. In the event of a dispute, Sony must be contacted by January 28, 2012. Offer not valid on refurbished, open-box, returned products, or demonstration products. Sony is not responsible for photographic or typographic errors.

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# Sony® α DSLR cameras make it easy to get the best shot.

Whether you're stepping into the world of digital photography or already shoot like a pro, Sony has the camera for you. With features like fastest in class up to 10 frames-per-second shooting on the award winning SLT-A55V and a professional-level 35mm full frame 24.6 MP CMOS Sensor on the DSLR-A900, the Sony α DSLR system has everything you need to get the best shot.

A spectacular array of α system lenses and accessories expand your digital photo horizons, from precision Sony zoom and wide-angle lenses to amazingly bright Carl Zeiss® lens designs and pro-quality Sony flash units. And all lenses benefit from SteadyShot® INSIDE in-camera image stabilization, for sharp clear shots even at slow shutter speeds and full telephoto extension.

As students and educators, you're serious about photography – and this semester, Sony will reward your efforts with mail-in rebates of up to \$250 on select Sony α DSLR cameras, lenses and accessories.

Learn more at [sony.com/dslr](http://sony.com/dslr)



## Photography educators and full-time students: Save on select Sony α (alpha) DSLR cameras, lenses and accessories after mail-in rebate!

Photography educators and full-time students taking photography classes at accredited colleges and universities receive a rebate by mail with the purchase of select Sony® DSLR cameras, lenses and accessories. Offer valid on purchase of eligible product from April 01, 2011 through September 30, 2011.

### Pre-Qualify Online at:

[www.rebate-zone.com/sony](http://www.rebate-zone.com/sony) and follow instructions then mail-in supporting documentation.

### OR

- Complete this original form.**  
Copies are not accepted. Serial number(s) required.
- Enclose copy of your receipt(s)**  
dated between April 01, 2011 through September 30, 2011 for each product purchased in connection with this offer.
- Enclose copy of entire product UPC bar code(s)**  
for each product purchased in connection with this offer. UPC bar codes are located on outside of packaging. See sample below.
- Students** are required to submit copy of a class schedule or registration document that shows enrolment in a photography class.  
**Educators** are required to submit copy of the photography course curriculum or outline being taught.
- Mail all items to the address below.**  
Must be postmarked by October 30, 2011.

**2011 Sony Student Discount for DSLR, Lenses & Accessories Promotion #21A-0801**  
PO Box 100411  
White Bear Lake, MN 55110-0411

For questions regarding the promotion or to check the status of your rebate please call **1-866-838-0421** or visit [www.rebate-zone.com/sony](http://www.rebate-zone.com/sony)

**IMPORTANT: Make a copy of all submitted materials for your records.**



DSLR cameras	Rebate	Serial #
SLT-A33	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SLT-A33L	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
DSLR-A560	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
DSLR-A560L	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
DSLR-A580	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
DSLR-A580L	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SLT-A55V	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SLT-A55VL	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
DSLR-A850	\$150 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
DSLR-A900	\$250 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
Lenses & Teleconverters		
SAL-50F14	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-50M28	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-14TC	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-20TC	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-18200	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-18250	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-16105	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-20F28	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-24F20Z	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-100M28	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-1118	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-1680Z	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-2875	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-16F28	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-70300G	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-135F28	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-35F14G	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-85F14Z	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-135F18Z	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-70400G	\$100 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-2470Z	\$100 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-70200G	\$100 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-1635Z	\$100 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
Accessories		
HVL-F42AM	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
HVL-F58AM	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
VG-B50AM	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
VG-C90AM	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
<b>Total</b>		

Name \_\_\_\_\_

Street (PO Boxes not accepted) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

I do not wish to receive information from Sony about products, services, premium programs, contests and offerings that may be of interest to me.