

End User Promotion

END USER MAIL-IN REBATE			
PROMOTION PERIOD: October 1, 2013 - March 31, 2014			
ELIGIBLE PRODUCTS (Only A stock model is eligible)	Model	Quantity	End User Rebate per unit
	HXR-NX30U	1	\$100 Cash Rebate
	HXR-MC2000U	1	\$300 Cash Rebate
	HXR-NX5U	1	\$400 Cash Rebate
	HXR-NX70U	1	\$500 Cash Rebate
	NEX-EA50UH	1	\$600 Cash Rebate

PROMOTION NAME: HXR-MC2000U, HXR-NX30U, HXR-NX70U, HXR-NX5U, NEX-EA50UH END USER MAIL-IN CASH REBATE
PROMOTION PERIOD: October 1, 2013 - March 31, 2014

End Users can receive a mail-in cash rebate following the purchase of a Sony HXR-MC2000U, HXR-NX30U, HXR-NX70U, HXR-NX5U or NEX-EA50UH AVCHD/NXCAM® Professional Camcorder during the promotion period from a Sony Authorized Reseller, Reseller of a Sony Authorized Distributor or Direct from Sony. Eligible product must be ordered by and shipped to the end user within the promotion period in order to qualify for this rebate.

For a listing of Sony Authorized Resellers or Resellers of a Sony Authorized Distributor, please visit: www.sony.com/professional. Click on "Find a Reseller", search by zip code.

TO RECEIVE THE REBATE BY MAIL:

- 1) End User must purchase a Sony HXR-MC2000U, HXR-NX30U, HXR-NX70U, HXR-NX5U or NEX-EA50UH AVCHD/NXCAM® Professional Camcorder during the promotion period from a Sony Authorized Reseller, Reseller of a Sony Authorized Distributor or Direct from Sony. Eligible product must be ordered by and shipped to the end user within the promotion period in order to qualify for this rebate.
- 2) End User must fill out online rebate claim form at www.sony.com/AVCHDcampromo.
 - a. Click on this Promotion Number **130279A** on the home page under 'Current Promotions.'
 - b. Complete the online claim form and hit the "Submit" button to process the submission.
 - c. Print your Online Rebate Submission Form.
- 3) End User must send printout of completed online form, entire **ORIGINAL** UPC product code label from the box of the HXR-NX30U, HXR-NX70U or HXRNX5U purchased (**photocopies of UPC not accepted**), and a copy of purchase invoice from the same Sony Authorized Reseller, Reseller of Sony Authorized Distributor or Sony to Sony Award Headquarters at the following address, postmarked no later than January 30, 2014.

Sony End User Award Headquarters
 Offer # 130279A
 PO box 42012
 Hazelwood, MO 63042-1012

TERMS AND CONDITIONS

Promotion Period:	October 1, 2013 - A 5F7<' %z' &\$%{
Eligible Products:	See table on page one. (A stock only)
Backorder/Future Order:	Eligible product(s) must be ordered by and shipped to end user customer within the promotion period to qualify for the rebate.
Mixing of Promotions:	This program may be combined with other End User promotions from Sony.
Quantity:	Limit one rebate per each eligible product purchased, end user or address.
Submission Deadline:	All claims must be entered online and required backup documentation submitted and postmarked no later than 5dfj`" \$, 2014 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:	End user should allow 8-10 weeks following receipt of properly completed rebate submission for check. Limit one rebate per eligible product purchased by end- user (not for resale). Rebate check will not be delivered to PO Boxes. If rebate check is not cashed within 90 days of issuance, it will be void, and 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. 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 rebate 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 United States, Alaska and Hawaii, excluding territories. Offer not valid on refurbished, open-box, returned products, or demonstration products.
Change/Cancellation:	Sony may change or cancel this promotion at any time.