

End User Promotion

END USER MAIL-IN REBATE			
PROMOTION PERIOD: May 1, 2013 - June 30, 2013			
	Model	Qty	End User Rebate per unit
ELIGIBLE PRODUCTS (Only A stock model is eligible)	VPL-FX500L	1	Two (2) LMP-F330
	VPL-FX37	1	One (1) LMP-F331
	VPL-FX35	1	One (1) LMP-F272
	VPL-FX30	1	One (1) LMP-F230
	VPL-CX275	1	One (1) LMP-C280
	VPL-CX235	1	One (1) LMP-C240

End Users can receive a replacement lamp by mail when they purchase an eligible projector during the promotion period of May 1, 2013 through June 30, 2013 from a Sony U.S. Authorized Reseller, Third Party Reseller of a Sony Authorized Distributor or Direct from Sony. Eligible model must be ordered by and shipped to the end user within the promotion period to qualify.

For a listing of Sony Authorized Resellers, 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 an eligible projector 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/bpenduser.
 - a. Click on "Get Your Rebate"
 - b. Locate this rebate promotion by searching by Product Manufacturer: Sony Electronics, Inc. or by Promotion Code 130027B.
 - c. Complete the online claim form.
 - d. Follow the instructions provided to submit the claim form, invoice and UPC code to the claim submission address.
- 3) End User must send printout of completed online form, entire **ORIGINAL** UPC product code label from the box of the Projector 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 July 31, 2013.

Sony Award Headquarters
Promotion Code 130027B
PO Box 540003
El Paso, TX 88554

Terms and Conditions:

Receive up to two (2) replacement lamps by mail following the purchase of an eligible Sony XGA Installation Projector. Offer valid on purchases of eligible products from May 1, 2013 through June 30, 2013. Eligible models must be ordered from and shipped to the end user customer within the promotion period to be eligible for rebate. For premium delivery, please allow 8-10 weeks following postmark of properly completed submission. All claims must be submitted online and all supporting paperwork for claims must be postmarked no later than July 31, 2013. Submission must include serial number and copies of dated purchase receipt/invoice and original eligible product UPC code (photocopies of UPC will not be accepted), and must be mailed to the provided address. Limit one rebate per each eligible product purchased by end-user (not for resale). Replacement lamp will not be delivered to P.O. 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 premium items lost, damaged, or delayed in transit unless Sony has been negligent. Submitted materials become Sony property and will not be returned. Products for which premium is claimed may not be returned (limited warranty claims excluded). Sony reserves the right to substitute products of greater or equal value or cash equivalent in fulfillment of this offer. Offer valid only in the continental United States, Alaska and Hawaii, excluding territories. Offer not valid on the purchase of B stock, refurbished, open-box, returned products, or demonstration products. Sony reserves the right to modify or cancel this offer at any time.