

End User Promotion

<b>END USER REBATE</b>		<b>PMW-400/PMW-500/HD02/PMW-320 and DWX Digital Wireless Promotion*</b>	
<b>PROMOTION PERIOD:</b>		April 1, 2014 through September 30, 2014	
PRODUCT	INVENTORY CLASS	QUANTITY	END USER REBATE
PMW-400K/L/KCE/LCE	A	ANY	DWR-S02D
PMW-500/HD02	A	ANY	DWR-S02D
DWT-B01	A	ANY	DWR-S02D
DWM-02	A	ANY	DWR-S02D

\*One DWR-S02D slot-in receiver per purchase of either Camcorder plus, either DWX transmitter.

**Add-on Cash Incentive**

Add any of the following Pro Audio models, to the above camcorder and DWX bundle, for additional cash rebates per model:

<b>ADD-ON INCENTIVE</b>		<b>PMW-400/PMW-500/HD02/PMW-320 and DWX Digital Wireless Promotion*</b>	
<b>PROMOTION PERIOD</b>		April 1, 2014 through September 30, 2014	
PRODUCT	INVENTORY CLASS	LIST	END USER REBATE
DWT-B01	A	\$2,299	\$100
DWT-P01	A	\$2,059	\$100
ECM-680S	A	\$1,092	\$75
ECM-678	A	\$854	\$50
ECM-674	A	\$449	\$35
ECM-673	A	\$357	\$25
ECM-MS2	A	\$375	\$25

**TERMS AND CONDITIONS:**

<b>Promotion Period:</b>	April 1, 2014 through September 30, 2014
PMW-400/500/320 and DWX Digital Wireless Promotion	End user will receive a DWX DWR-RS02 slot in receiver with purchase of either a PMW-400K/L/KCE/LCE, PMW-500/HD02 <u>OR</u> PMW320K/KCE camcorder, <u>PLUS</u> a DWX digital transmitter* (DWT-B01 bodypack <u>OR</u> DWM-02 handheld).
<b>Models/Pricing:</b>	Only PMW and DWX A stock models are eligible. <b>Note:</b> Only models purchased from Sony Authorized Resellers or directly from Sony are eligible for this rebate.
<b>Mixing Promotions:</b>	This program may be combined with other reseller promotions from Sony.
<b>Quantity:</b>	One receiver per each eligible Camcorder and Transmitter purchase
<b>Submission Deadline:</b>	All claims must be entered online and required backup documentation submitted and postmarked no later than October 31, 2014 or they will be rejected.
<b>Claim Dispute:</b>	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.
<b>Other Terms &amp; Conditions:</b>	End users should allow 8-10 weeks following postmark of properly completed submission for delivery of a receiver. Products 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 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 memory card 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, including Alaska & Hawaii, but excluding territories. Offer not valid on refurbished, open-box, or returned products, or demonstration products.
<b>Change/Cancellation:</b>	Sony may change or cancel this promotion at any time.

End user can receive a DWX DWR-RS02 slot in receiver when they purchase either a PMW-400K/L/KCE/LCE, PMW500/HD02 OR PMW-320K/KCE camcorder, PLUS a DWX digital transmitter (DWT-B01 bodypack OR DWM-02 handheld) during the promotion period of April 1, 2014 through September 30, 2014 from a Sony U.S. Authorized Reseller, Reseller of a Sony Authorized Distributor or Direct from Sony. Plus add any of the below Pro Audio models, to the above camcorder and DWX bundle, for additional cash rebates per model. Eligible models 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](http://www.sony.com/professional). Click on "Find a Reseller", search by zip code.

**TO RECEIVE THE REBATE BY MAIL:**

**PLEASE NOTE: Online claiming will be available for this rebate promotion Thursday, November 7th at [www.sony.com/wirelessrebate](http://www.sony.com/wirelessrebate)**

- 1) End User must purchase a Sony PMW-400K/L/KCE/LCE, PMW500/HD02 OR PMW-320K/KCE camcorder, PLUS a DWX digital transmitter (DWT-B01 bodypack OR DWM-02 handheld) 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/wirelessrebate](http://www.sony.com/wirelessrebate)
  - a. Click on this Promotion Number **140053C** on the home page under 'Current Promotions.'
  - b. Complete the online claim form and hit the "Submit" button to process the submission.
- 3) Print your Online Rebate Submission Form. End User must send printout of completed online form, entire **ORIGINAL** UPC product code label from the box of the wireless model 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 October 31, 2014.

**Sony End User Award Headquarters  
Offer # 140053C  
PO box 42012  
Hazelwood, MO 63042-1012**

**Terms and Conditions:**

Receive a mail-in rebate by mail following purchase of either a PMW-400K/L/KCE/LCE, PMW-500/HD02 OR PMW-320K/KCE camcorder, PLUS a DWX digital transmitter (DWT-B01 bodypack OR DWM-02 handheld). Offer valid on purchases of eligible products from April 1, 2014 through September 30, 2014. Eligible models must be ordered from a Sony Authorized Reseller, reseller of a Sony Authorized Distributor or directly from Sony and shipped to end user customer within the promotion period to be eligible for rebate. For check 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 October 31, 2014. Submission must include serial number and copies of dated purchase receipt/invoice and ORIGINAL UPC/serial number bar code label from the box of the eligible product (photocopies of UPC/serial number barcode label will not be accepted), and must be mailed to provided address. Limit one rebate per each eligible product purchased by end-users. Rebate check will not be delivered to P.O. Boxes. If the rebate check is not cashed within 90 days of issuance, it will be void, and the 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. Offer cannot be combined with other offers from Sony. 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 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 continental United States, Alaska and Hawaii and excluding territories. Offer not valid on B stock, refurbished, open-box, returned, or demonstration products. Sony reserves the right to modify or cancel this offer at any time.