

#1687

To: End User – Adorama
From: Patricia Byrne – Marketing Department
Subject: HDCAM End User – Gift Card Promotion
Date: January 23, 2015

Maxell is pleased to announce an HDCAM End User **Gift Card Promotion.**

Eligibility: End Users of Pro Media Dealers

Effective Dates: January 1, 2015 – April 30, 2015

Products: All HDCAM Products

Program:

- As an End User of a Maxell Pro Media Dealer you are eligible for our **Gift Card Promotion**
- For every 10 pieces of HDCAM product purchased you will be issued a Visa® Gift Card for \$10.00
- For every piece purchased over the 10 piece **minimum**, you will receive an additional \$1.00 issued to your Gift Card
 - Examples - 100 pieces purchased = a \$100.00 Gift Card
 - 103 pieces purchased = a \$103.00 Gift Card
- One Gift Card will be issued per claim
- The Gift Cards will be shipped directly to you per the location listed on the claim form provided no later than 45 days after the program end

Requirements:

1. **Complete** HDCAM End User Program form with a copy of your purchase order and an invoice from your dealer. This information must be attached to the claim or it will be returned.
2. **Submit** one claim for each month that you purchase.
3. **Send** all necessary paperwork to Pat Byrne at Maxell or fax to (973)653-2450.

All documentation must be submitted to Maxell no later than 30 days from date of receipt of product.

If you have any questions, please contact your dealer.