

Promotion Period: January 1, 2011 - March 31, 2011

End Users can receive a mail-in premium rebate on purchases of PDW-700 or PDW-F800 XDCAM Optical camcorders during the promotion period from a Sony Authorized Reseller or directly from Sony. Eligible models must be ordered directly from Sony or an authorized reseller and shipped to end user customer within the promotion period to be eligible for rebate.

**Eligible Product:**

PDW-700  
PDW-F800

- Each model above is eligible for Qty 25-PFD50DLA/2 50GB XDCAM Optical Disc

For a listing of Sony Authorized Resellers or Resellers of Sony Authorized Distributor, 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:**

- 1) End User must purchase an eligible model during the promotion period from a Sony Authorized Reseller or Sony Authorized Distributor Reseller.
- 2) End User must fill out online rebate claim form at [www.sony.com/xdcampromos](http://www.sony.com/xdcampromos).
- 3) End User must send printout of completed online form, entire ORIGINAL UPC product code label(s) from the box(es) of the list model(s) purchased, and copy(ies) of purchase invoice(s) from the same Sony Authorized Reseller or Reseller of Sony Authorized Distributor to Sony Award Headquarters at the following address, postmarked no later than April 30, 2011.

Sony Award Headquarters  
Offer #100464B  
PO Box 100478  
White Bear Lake, MN 55110-0478

**Terms and Conditions:**

Receive Qty. 25 - PFD50DLA/2 50GB XDCAM Optical Dual Layer Disc by mail following purchase of a PDW-700 Sony Professional XDCAM® HD Camcorder or PDW-F800 Sony Professional XDCAM® HD422 Camcorder. Offer valid on purchases of eligible products from January 1, 2011 through March 31, 2011. Eligible models must be ordered by and shipped to the end user customer within the promotion period to be eligible for rebate. For PFD50DLA/2 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 April 30, 2011. Submission must include serial number and copies of dated purchase receipt/invoice and original eligible product UPC code (photocopies of UPC/serial number bar code not accepted), and must be mailed to provided address. Limit one rebate per eligible product purchased to end-users (not for resale). PFD50DLA/2 will not be delivered to P.O. Boxes. 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 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 refurbished, open-box, or returned products, or demonstration products. Sony reserves the right to modify or cancel this offer at any time.