

Your Sony Program Connection

End-user Programs

Sony is pleased to announce a special end user promotion to run in conjunction with the industry's preeminent trade show, NAB Show 2009: A \$500 eCoupon redeemable at SonyStyle.com is offered to end users who purchase one of the eligible models (see table on page two of this bulletin) from a Sony U.S. authorized reseller, authorized third-party reseller, SonyStyle.com or directly from Sony from April 19, 2009 through June 30, 2009 and complete an online claim. End users can locate a Sony U.S. authorized reseller at www.sony.com/professional. The \$500 eCoupon may only be redeemed at SonyStyle.com for products in the following categories: Advanced Amateur/Professional Camcorders, Hard Drives/Tape Recorders and Professional Accessories (Note: Not all models eligible for the promotion are offered on SonyStyle.com). Models eligible for purchase with the eCoupon can be viewed at www.sonystyle.com/nab2009rebate.

PMW-EX1 and PMW-EX3 camcorders are eligible to receive a Vortex Media Field Guide in addition to the \$500 eCoupon.

HVR-S270U, HVR-Z7U and HVR-Z5U camcorders are eligible to receive the World Cam Upgrade and a \$200 eCoupon instead of the \$500 eCoupon.

PROMOTION PERIOD: April 19, 2009 – June 30, 2009

To redeem your rebate visit at:

<http://pro.sony.com/bbsccms/ext/BroadcastandBusiness/minisites/NAB2009/showspecials.shtml>