

## Your Sony Program Connection

## End-user Programs



DATE: JULY 15, 2010 10-0041 **UPDATE**

TO: DIRECT SALES  
PREMIER AUDIO AND VIDEO RESELLERS  
PROFESSIONAL AUDIO/VIDEO DISTRIBUTORS  
PROFESSIONAL AUDIO/MI PRODUCTS RESELLER

FROM: JEANNE LEWIS

PROMOTION: Purchase an MDR-7506 Headphone and receive copy of  
ACID Music Studio 7

TYPE: END USER MAIL-IN REBATE

**UPDATE: THIS PROMOTION HAS BEEN EXTENDED THROUGH DECEMBER 31, 2010**

Please ensure that your end users understand the correct premium rebate for this promotion is ACID MUSIC STUDIO 7. Please also ensure that your advertisements and websites reflect the correct premium rebate item (ACID MUSIC STUDIO 7).

Sony is pleased to announce a Mail-In Rebate of providing for an ACID Music Studio 7 to any end user who purchases an MDR-7506 Headphone from a Sony Authorized Reseller or directly from Sony Electronics and at completes an online survey at [www.sony.com/mdr7506-acid](http://www.sony.com/mdr7506-acid).

END USER REBATE	MDR-7506 ACID Music Studio 7 Mail-In End User Rebate		
PROMOTION PERIOD:	September 1, 2009 through <b>December 31, 2010</b>		
Product(s) Involved:			
PRODUCT	INVENTORY CLASS	QUANTITY	END USER REBATE
MDR-7506	A	ANY	ACID Music Studio 7
REQUIREMENTS:			
To Receive the ACID Music Studio 7 rebate:			
<ol style="list-style-type: none"> <li>1) End User must purchase an MDR-7506 during the promotion period from one of the Sony Authorized Resellers or directly from Sony Electronics.</li> <li>2) End User must fill out online survey and rebate claim form at <a href="http://www.sony.com/mdr7506-acid">www.sony.com/mdr7506-acid</a>.</li> <li>3) End User must send the printout of the completed online form, entire <b>ORIGINAL</b> UPC product code label(s) from the box(es) of the MDR-7506 purchased, and copy(ies) of the purchase invoice(s) to Sony Award Headquarters at the following address, postmarked no later than <b>January 31, 2011</b>.  <div style="text-align: center;">           Sony Award Headquarters            Offer # 10-0041B            PO Box 100478            White Bear Lake, MN 55110-0478         </div> </li> </ol>			

**TERMS AND CONDITIONS:**

Promotion Period:	September 1, 2009 through <b>December 31, 2010</b>
Models/Pricing:	Only MDR-7506 A stock models are eligible. <b>Note:</b> Only models purchased from Sony Authorized Resellers or directly from Sony are eligible for this rebate.
Backorder/Future Order:	MDR-7506 must be ordered from Sony Authorized Resellers or directly from Sony and shipped to the end user within the promotion period to be eligible for the rebate.
Mixing Promotions:	This program may be combined with other reseller promotions from Sony.
Quantity:	Limit one rebate per eligible product purchased.
Claim procedure:	<p>The claim procedure is a two step process:</p> <ol style="list-style-type: none"> <li>1. End user must complete online claim form no later than April 30, 2010 at <a href="http://www.sony.com/mdr7506-acid">www.sony.com/mdr7506-acid</a>.</li> <li>2. End user must send printout of completed on-line form, entire <b>ORIGINAL</b> UPC product code label(s) from the box(es) of the MDR-7506, and copy(ies) of the purchase invoice(s) to Sony Award Headquarters at the following address, postmarked no later than <b>January 31, 2011</b>.</li> </ol> <p style="text-align: center;"> <b>Sony Award Headquarters</b>  <b>Offer # 100041B</b>  <b>PO Box 100478</b>  <b>White Bear Lake, MN 55110-0478</b> </p> <p style="text-align: center;"> <b>CLAIMS WILL NOT BE PROCESSED OR CONSIDERED RECEIVED</b>  <b>UNTIL THE BACKUP PAPERWORK HAS BEEN SUBMITTED.</b> </p>
Submission Deadline:	All claims must be entered online and required backup documentation submitted and postmarked no later than <b>January 31, 2011</b> or they will be rejected.
Claim Dispute:	Disputes for rejected claims must be reported within 30 days of date of claim rejection. Each end user will be limited to one resubmission. To dispute a claim, end user should contact Sony Reward Headquarters at 1-866-881-1114 or email <a href="mailto:sonycs@rebate-zone.com">sonycs@rebate-zone.com</a> . In the event of any questions or interpretation of the terms and conditions of this promotion, the decision of Sony will be final.

Purchase an MDR-7506 Headphone and receive copy of ACID Music Studio 7  
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**TERMS AND CONDITIONS Cont:**

<b>Other Terms &amp; Conditions:</b>	End users should allow 8-10 weeks following postmark of properly completed submission for delivery of copy of <b>ACID Music Studio 7</b> . Limit one copy of <b>ACID Music Studio 7</b> per eligible product purchased by end-user (not for resale). <b>ACID Music Studio 7</b> 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 premium item is claimed may not be returned (limited warranty claims excluded). Sony reserves the right to substitute premium item 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.

Please contact your Sony Account Manager with any questions that you may have about this promotion.

Good Selling!

Jeanne Lewis  
Marketing Manager, Pro Audio  
Broadcast & Production Systems Division  
Broadcast and Business Solutions Company