

# Your Sony Program Connection

## End-user Programs



DATE: JUNE 1, 2010 10-0160

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

FROM: SHARI SENTLOWITZ

PROMOTION: PCM-M10 CARRYING CASE PROMOTION

TYPE: END USER PREMIUM MAIL -IN REBATE

End-Users can receive an LCPCMM10G Carrying Case for PCM-M10 Recorder via a mail-in end user rebate when they purchase a PCM-M10 recorder from a Sony U.S. authorized reseller, an authorized third-party reseller, or directly from Sony. The LCPCMM10G Carrying Case will be sent at no additional charge to an end user that submits an approved claim.

| PCM-M10 CARRYING CASE PROMOTION |           |   |          |                         |
|---------------------------------|-----------|---|----------|-------------------------|
| PROMOTION PERIOD:               |           | June 1, 2010 through September 30, 2010 |          |                         |
| ELIGIBLE PRODUCT(S)             | Model     | Inventory Class                         | Quantity | End User Rebate         |
|                                 | PCM-M10/R | A                                       | Any      | LCPCMM10G Carrying Case |
|                                 | PCM-M10/B | A                                       | Any      | LCPCMM10G Carrying Case |

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| <p><b>TO RECEIVE THE REBATE BY MAIL:</b></p> <p>End Users can receive a Sony LCPCMM10G Carrying Case by mail when they purchase a PCM-M10 Recorder during the promotion period of June 1, 2010 through September 30, 2010 from a Sony U.S. authorized reseller, an authorized third-party reseller, or directly from Sony. End users can locate a Sony U.S. authorized reseller by clicking on "find a reseller" on <a href="http://www.sony.com/professional">www.sony.com/professional</a>.</p> <p><b>TO RECEIVE THE REBATE BY MAIL:</b></p> <ol style="list-style-type: none"> <li>1. End User must purchase (1) one PCM-M10 recorder during the promotion period from a from a Sony U.S. authorized reseller, an authorized third-party reseller, or directly from Sony. End users can locate a Sony U.S. authorized reseller by clicking on "find a reseller" at <a href="http://www.sony.com/professional">www.sony.com/professional</a>.</li> <li>2. End User must fill out an online rebate claim form at <a href="http://www.sony.com/pcm10case">www.sony.com/pcm10case</a></li> <li>3. End User must send a printout of the completed online form, entire <b>ORIGINAL</b> UPC product code label(s) from the box(es) of the PCM-M10 recorder purchased, and copy(ies) of purchase invoice(s) from the Sony Authorized Reseller, an authorized third-party reseller, Sony to Sony Award Headquarters at the following address, postmarked no later than October 31, 2010.</li> </ol> <p style="text-align: center;"> <b>Sony Award Headquarters<br/>Offer # 100160B<br/>PO Box 100478<br/>White Bear Lake, MN 55110-0478</b> </p> |  |
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**TERMS AND CONDITIONS:**

|                                |  |
|--------------------------------|--|
| <b>Promotion Period:</b>       | June 1, 2010 through September 30, 2010  |
| <b>Eligible Products:</b>      | Only PCM-M10 A stock models are eligible.  |
| <b>Backorder/Future Order:</b> | PCM-M10 must be ordered from a Sony U.S. authorized reseller, an authorized third-party reseller, or directly from Sony and shipped to an end user customer within the promotion period to be eligible for the rebate.   |
| <b>Mixing of Promotions:</b>   | This program may be combined with with other End User promotions from Sony.  |
| <b>Quantity:</b>               | Limit one (1) rebate per eligible product purchased.   |
| <b>Claim procedure:</b>        | <p>The claim procedure is a two step process:</p> <ol style="list-style-type: none"> <li>1. End user must complete an online claim form no later than October 31, 2010 at <a href="http://www.sony.com/pcm10case">www.sony.com/pcm10case</a></li> <li>2. End user must send a printout of the completed online form, entire <b>ORIGINAL</b> UPC product code label(s) from the box(es) of the eligible models, and copy(ies) of purchase invoice(s) from the Sony U.S. authorized reseller, an authorized third-party reseller, or directly from Sony to Sony Award Headquarters at the following address, postmarked no later than October 31, 2010.</li> </ol> <p style="text-align: center;"> <b>Sony Award Headquarters<br/>Offer 100160B<br/>PO Box 100478<br/>White Bear Lake, MN 55110-0478</b> </p> <p style="text-align: center;"> <b>CLAIMS WILL NOT BE PROCESSED OR CONSIDERED RECEIVED<br/>UNTIL THE BACKUP PAPERWORK HAS BEEN SUBMITTED.</b> </p> |

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TERMS AND CONDITIONS CON'T

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| <b>Submission Deadline:</b>          | All claims must be entered online and required backup documentation submitted and postmarked no later than October 31, 2010 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 user should allow 8-10 weeks following receipt of properly completed rebate submission for the delivery of the LCPCMM10G Carrying Case. Limit one rebate per eligible product purchased by end-user (not for resale). Premium will not be delivered to PO 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 rebates lost, damaged, or delayed in transit unless Sony has been negligent. Submitted materials become Sony property and will not be returned. Sony reserves the right to substitute products of greater or equal value or cash equivalent in fulfillment of this offer. Products for which rebate is claimed may not be returned (limited warranty claims excluded). Offer valid only in the United States, Alaska and Hawaii, excluding territories. Offer not valid on refurbished, open-box, 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!

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| Shari Sentlowitz<br>Manager, Education and Government Marketing<br>Professional Solutions of America |
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**TO RECEIVE THE REBATE BY MAIL:**

End Users can receive a Sony LCPCMM10G Carrying Case by mail when they purchase of (1) PCM-M10 Recorder during the promotion period of June 1, 2010 through September 30, 2010 from a Sony U.S. authorized reseller, an authorized third-party reseller, or directly from Sony. End users can locate a Sony U.S. authorized reseller by clicking on "find a reseller" on [www.sony.com/professional](http://www.sony.com/professional).

**TO RECEIVE THE REBATE BY MAIL:**

1. End User must purchase (1) one PCM-M10 recorder during the promotion period from a from a Sony U.S. authorized reseller, an authorized third-party reseller, or directly from Sony. End users can locate a Sony U.S. authorized reseller by clicking on "find a reseller" at [www.sony.com/professional](http://www.sony.com/professional).
2. End User must fill out an online rebate claim form at [www.sony.com/pcm10case](http://www.sony.com/pcm10case)
3. End User must send a printout of the completed online form, entire **ORIGINAL** UPC product code label(s) from the box(es) of the PCM-M10 recorder purchased, and copy(ies) of purchase invoice(s) from the Sony Authorized Reseller, an authorized third-party reseller, Sony to Sony Award Headquarters at the following address, postmarked no later than October 31, 2010.

Sony Award Headquarters  
Offer # 100160B  
PO Box 100478  
White Bear Lake, MN 55110-0478

**TERMS AND CONDITIONS:**

Receive a Sony LCPCMM10G Carrying Case by mail following the purchase of a Sony PCM-M10/R or PCM-M10/B Portable Linear PCM Recorder. Offer valid on purchases of eligible products from June 1, 2010 through September 30, 2010. Eligible models must be ordered from a Sony authorized reseller or directly from Sony and shipped to end user customer within the promotion period to be eligible for rebate. For LCPCMM10G Carrying Case 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 October 31, 2010. Submission must include serial number and copies of dated purchase receipt/invoice and original eligible product UPC code, and must be mailed to provided address. Limit one LCPCMM10G Carrying Case per product purchased to end-users (not for resale). Premium 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 LCPCMM10G Carrying Case 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 and excluding territories. Offer not valid on refurbished, open-box, returned products, or demonstration products. Sony reserves the right to modify or cancel this offer at any time.