

Your Sony Program Connection

End-user Programs



DATE: NOVEMBER 1, 2009 09-0414

TO: DIGITAL PHOTOFINISHING RESELLERS

FROM: LYNDA FALBY

PROMOTION: BUY A UPDR80 GET 50 PRINTS FROM SONY

TYPE: END USER PREMIUM MAIL- IN REBATE

To help increase your placements of the UP-DR80 Compact Professional Photo Printer, the Digital Photofinishing Group is pleased to offer your end user customers one 50 print roll of 8x10 media for the UPDR80 printer at no charge. This is an \$82.50 retail value.

END USER MAIL-IN REBATE		
PROMOTION PERIOD:		November 1, 2009 to March 31, 2010.
Model	Quantity	End User Rebate per unit
UPDR80	Any	50 prints of 8x10 media for the UPDR80

TO RECEIVE THE 50 prints of 2UPCR810 REBATE BY MAIL:

End Users can receive a 50 print roll of 8x10 media for the UPDR80 valued at \$82.50 by mail on purchases of the UPDR80 Compact Professional Photo Printer during November 1, 2009 to March 31, 2010 from a Sony Authorized Reseller.

For a listing of Sony Authorized Resellers or Resellers of Sony Authorized Distributor, please visit: www.sony.com/dpf. Click on "Find a Reseller", enter UPDR80 as model number and search by zip code.

TO RECEIVE THE 50 prints of 8x10 media for the UPDR80 BY MAIL:

- 1) End User must purchase a UPDR80 during the promotion period from a Sony Authorized Reseller.
- 2) End User must fill out online rebate claim form at www.sony.com/UPDR80PROMO of promotion
- 3) End User must send printout of completed online form, entire ORIGINAL UPC product code label(s) from the box(es) of the UPDR80 purchased, and copy(ies) of purchase invoice(s) from the same Sony Authorized Reseller to Sony Award Headquarters at the following address, postmarked no later than date 30 days after the end of the promotion.

Sony Award Headquarters

Offer # 090414B

PO Box 100478

White Bear Lake, MN 55110-0478

TERMS AND CONDITIONS

Promotion Period:	November 1, 2009 to March 31, 2010.
Eligible Products:	UPDR80
Backorder/Future Order:	Eligible product(s) must be ordered by and shipped to end user customer within the promotion period to qualify for the rebate.
Mixing of Promotions:	This program may not be combined with other End User promotions from Sony.
Quantity:	Limit 1 rebate per UPDR80 purchased.
Claim procedure:	<p>The claim procedure is a two step process:</p> <ol style="list-style-type: none"> 1. End user must complete online claim form no later than April 30, 2010 at www.sony.com/UPDR80PROMO 2. End user must send printout of completed on-line form, entire ORIGINAL UPC product code label(s) from the box(es) of the eligible models, and copy(ies) of purchase invoice(s) from the Sony Authorized Reseller to Sony Award Headquarters at the following address, postmarked no later than 30 days after the end of the close of the promotion period. <p style="text-align: center;"> Sony Award Headquarters Offer 090414B PO Box 100478 White Bear Lake, MN 55110-0478 </p> <p>CLAIMS WILL NOT BE PROCESSED OR CONSIDERED RECEIVED UNTIL THE BACKUP PAPERWORK HAS BEEN SUBMITTED.</p>
Submission Deadline:	All claims must be entered online and required backup documentation submitted and postmarked no later than April 30, 2010 or they will be rejected.
Claim Dispute:	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.
Other Terms & Conditions:	End user should allow 8-10 weeks following receipt of properly completed rebate submission to receive the 50 print roll of 8x10 media for the UPDR80 . 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.
Change/Cancellation:	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!
 Lynda Falby
 Marketing Manager, Digital Photofinishing
 Broadcast and Business Solutions Company

