

ELIGIBLE PRODUCTS

Earn Reward Dollars for the purchase of the following eligible Sony Professional and Data Media products:

- DVCAM™, DigitalMaster™ Digital Videocassettes
- Professional Disc™ Media
- SXS PRO™ Memory Card
- CompactFlash® Media
- Betacam®, Betacam SP, Betacam SX; Digital Betacam Videocassettes
- HDCAM™, HDCAM SR™ High Definition Videocassettes
- MPEG IMX Videocassettes
- Professional Audio Media
- Packaged Pro VHS, Pro Hi8™, 8mm Bulk
- D1 & D2 Digital Videocassettes
- Packaged U-matic® Videocassettes
- DAT Videocassettes

DATA MEDIA

- DDS 4mm Data Cartridges
- AIT 8mm Data Cartridges
- 5.25 Magneto Optical Rewritable and Write-once Disks
- LTO™ Data Cartridges
- DLT™ Branded
- DTF Branded
- Super DLT1



Key websites for more information on Sony Products and Services:

Rewarding Recording
sony.com/rewardingrecording

Sony Professional Media Products
sony.com/promedia

Sony Data Media Products
sony.com/datamedia

Professional Hardware Products
sony.com/professional

Sony Media Services
sonymediaservices.com

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For complete program details and limitations please visit [click: sony.com/rewardingrecording](http://sony.com/rewardingrecording)

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The Program that Rewards Users for Buying Sony Professional Media



sony.com/rewardingrecording

PROGRAM OVERVIEW

Earn free rewards when you buy qualifying Sony Professional and Data Media!

You're invited to join Sony's Rewarding Recording® Program, the industry's most exciting rewards program! When you purchase qualifying Sony Professional and Data Media from a Sony Professional Media Authorized Dealer, you'll earn 2.5% in Rewarding Recording dollars that can be redeemed for a wide variety of rewards. More than 20,000 members have already enrolled, so don't miss out.

Once you join, you can take advantage of all the Rewarding Recording benefits:

- Earn 2.5% on every dollar you spend on qualifying Sony Professional and Data media products.
- Submit receipts, monitor your account and redeem rewards, all online at sony.com/rewardingrecording
- Qualify for a wide range of rewards including: Sony consumer and professional electronics, gift certificates, reimbursement for purchases of Sony professional recorders, parts and service programs, reimbursement for rentals of Sony professional recorders, and much, much more.

The Rewarding Recording Program runs on an annual cycle from JULY 1 to JUNE 30.

At the end of each one-year cycle, participants have until AUGUST 31 to redeem your Rewarding Recording dollars for great rewards before they expire on SEPTEMBER 1.



QUICK AND EASY ENROLLMENT

To become a Rewarding Recording member and start enjoying the program benefits, simply:

1. Log on to sony.com/rewardingrecording
2. Click on "Not a member?" and complete the Enrollment Form to get your User Name and Password.
3. Once you receive your User Name and Password, you can start enjoying the program.

**Ask your local Sony Professional Media Authorized Dealer if they participate in the Direct Dealer Feed. If so, you don't need to do a thing, your dealer will create your account and automatically submit your Rewarding Recording claims for you.

Look for this logo and buy from a Sony Professional Authorized Dealer!



FACTS-AT-A-GLANCE

Annual Program Period:	July 1 – June 30
Last Day to Submit Claim Backup:	August 15
Redemption Deadline:	August 31
Program Year Dollars Expire:	September 1
Online Claim Deadline: Within 60 days of invoice date <small>(Note: purchases made after June 1st must be claimed by August 15)</small>	
Supporting Claim Backup: Within 10 days of your claim	
Web Address:	sony.com/rewardingrecording
Customer Service Center:	(866) 322-7749
Authorized Dealer Locator:	sony.com/promedia

Note:

This program is open to end-users of Sony Professional and Data Media only. Resellers / Distributors are not eligible to participate. Member must submit claims showing a minimum of \$1,000 in qualifying Sony Professional and Data Media purchases within the 12-month program cycle to begin accruing Rewarding Recording dollars.

EXCITING REWARDS

Rewarding Recording Dollars can be redeemed online using our Rewards Catalog for hundreds of exciting rewards, including:

- **Sony Consumer and Professional Electronics**
- **Gift Certificates**
- **Office Equipment & Furniture**
- **Reimbursement for purchases of Sony professional recorders, parts and service programs**
- **Reimbursement for rentals of Sony professional recorders**

Be sure to check the Rewards Catalog for the latest offerings



EXTRAS!!

- **Cash Buy In** where you can use a credit card to make up the difference of a reward if you don't have enough in Rewarding Recording Dollars
- **Monthly Promotions** for great deals on Sony Consumer Electronics
- **Sony Professional Media Product Announcements**