

SONY[®]
make.believe



Sony makes it easy to get the best shot.

Photography educators and full-time students:
Save on select Sony α (alpha) DSLR cameras, lenses and accessories after mail-in rebate!*



*Offer valid on purchase of eligible product from October 01, 2010 through March 31, 2011.



Terms and Conditions: Photography educators and full-time students taking photography classes at accredited colleges and universities receive a rebate by mail with the purchase of select Sony[®] DSLR cameras, lenses and accessories. Receive a \$250.00 rebate by mail with the purchase of a Sony DSLR-A900 camera. Receive a \$150.00 rebate by mail with the purchase of a Sony DSLR-A850 camera. Receive a \$75.00 rebate by mail with the purchase of a Sony DSLR-A580, DSLR-A580L, SLT-A55V, or SLT-A55VL camera. Receive a \$50.00 rebate by mail with the purchase of a Sony SLT-A33, SLT-A33L, DSLR-A560 or DSLR-A560L camera. Receive a \$100.00 rebate by mail with the purchase of a Sony SAL-70200G, SAL-70400G, SAL-2470Z or SAL-1635Z lens. Receive a \$75.00 rebate by mail with the purchase of a Sony SAL-24F20Z, SAL-16F28, SAL-1118, SAL-1680Z, SAL-2875, SAL-135F28, SAL-35F14G, SAL-500F80, SAL-70300G, SAL-85F14Z, SAL-100M28 or SAL-135F18Z lens. Receive a \$50.00 rebate by mail with the purchase of a SAL-16105, SAL-18200, SAL-18250, SAL-20F28, SAL-28F28, SAL-50F14 or SAL-50M28 lens. Receive a \$50.00 rebate by mail with the purchase of a Sony SAL-14TC or SAL-20TC teleconverter lens. Receive a \$50.00 rebate by mail with the purchase of a Sony HVL-F58AM or HVL-F42AM flash unit. Receive a \$50.00 rebate by mail with the purchase of a Sony VG-B50AM or VG-C90AM vertical grip. Offer valid on purchase of eligible products from October 01, 2010 through March 31, 2011. For check delivery, please allow 8-10 weeks following receipt of properly completed rebate submission. Online pre-qualification submissions must be completed and supporting documentation must be postmarked within 30 days after purchase date. Complete mail-in submission must be postmarked within 30 days after purchase date. Educators are required to submit serial number, copy of dated purchase receipt, and a copy of eligible product UPC codes for each product purchased in connection with this offer, plus a copy of current faculty identification and copy of the photography course curriculum or outline. Students are required to submit serial number, copy of dated purchase receipt, and a copy of eligible product UPC codes for each product purchased in connection with this offer, plus a copy of current student identification and copy of a class schedule or registration document that shows enrollment in a photography class. Submissions must be mailed to the address provided. Limit one rebate per product purchased. Product purchased under this program is for use in connection with photography classes, and should not be resold on online auctions or otherwise. No delivery to PO Boxes. If rebate check is not cashed within 90 days of issuance, it will be void, and consumer will not be entitled to receive any rebate. 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 lost, damaged, or delayed in transit. Submitted materials become Sony property. Products for which rebate is claimed may not be returned; this return restriction does not apply to warranty claims. Offer valid only in the United States, excluding territories. In the event of a dispute, Sony must be contacted by July 29, 2011. Offer not valid on refurbished, open-box, returned products, or demonstration products. Sony is not responsible for photographic or typographic errors.

1. Offer good on select Sony α DSLR cameras, lenses and accessories.

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Sony® α DSLR cameras make it easy to get the best shot.

Whether you're stepping into the world of digital photography or already shoot like a pro, Sony has the camera for you. With features like fast up to 7 frames-per-second shooting on the DSLR-A550 and a professional-level 35mm full frame 24.6 MP CMOS Sensor on the DSLR-A900, the Sony α DSLR system has everything you need to get the best shot.

A spectacular array of α system lenses and accessories expand your digital photo horizons, from precision Sony zoom and wide-angle lenses to amazingly bright Carl Zeiss® lens designs and pro-quality Sony flash units. And all lenses benefit from SteadyShot INSIDE™ in-camera image stabilization, for sharp clear shots even at slow shutter speeds and full telephoto extension.

As students and educators, you're serious about photography – and this semester, Sony will reward your efforts with rebates of up to \$250 on select Sony α DSLR cameras, lenses and accessories.¹

Learn more at sony.com/dslr



Photography educators and full-time students: Save on select Sony α (alpha) DSLR cameras, lenses and accessories after mail-in rebate!

Photography educators and full-time students taking photography classes at accredited colleges and universities receive a rebate by mail with the purchase of select Sony® DSLR cameras, lenses and accessories. Offer valid on purchase of eligible product from from October 01, 2010 through March 31, 2011.

Pre-Qualify Online at:

www.rebate-zone.com/sony and follow instructions completely for mail-in of supporting documentation.

OR

- Complete this original coupon completely.** Copies are not accepted. Serial number(s) are required.
- Enclose copy of your receipt(s)** dated between October 01, 2010 through March 31, 2011 for each product purchased in connection with this offer.
- Enclose copy of entire product UPC bar code(s)** for each product purchased in connection with this offer. UPC bar codes are located on outside of packaging. See sample below.
- Students** are required to submit copy of current student identification and copy of a class schedule or registration document that shows enrollment in a photography class.

Educators are required to submit copy of current faculty identification and copy of the photography course curriculum or outline.

- Mail all items to the address below.** Must be postmarked by April 30, 2011.

2010 Sony Student Discount for DSLR, Lenses & Accessories Promotion #40A-0802
PO Box 100411
White Bear Lake, MN 55110-0411

For questions regarding the promotion or to check the status of your rebate please call **1-866-838-0421** or visit www.rebate-zone.com/sony

IMPORTANT: Make a copy of all submitted materials for your records.



DSLR cameras	Rebate	Serial #
SLT-A33	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SLT-A33L	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
DSLR-A560	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
DSLR-A560L	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
DSLR-A580	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
DSLR-A580L	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SLT-A55V	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SLT-A55VL	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
DSLR-A850	\$150 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
DSLR-A900	\$250 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
Lenses & Teleconverters		
SAL-28F28	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-50F14	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-50M28	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-14TC	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-20TC	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-18200	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-18250	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-16105	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-20F28	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-24F20Z	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-100M28	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-1118	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-500F80	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-1680Z	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-2875	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-16F28	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-70300G	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-135F28	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-35F14G	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-85F14Z	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-135F18Z	\$75 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-70400G	\$100 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-2470Z	\$100 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-70200G	\$100 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
SAL-1635Z	\$100 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
Accessories		
HVL-F42AM	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
HVL-F58AM	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
VG-B50AM	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
VG-C90AM	\$50 <input type="checkbox"/>	S01 - _ _ _ _ _ - X
Total		

Name _____

Street (PO Boxes not accepted) _____

City _____ State _____ Zip _____

Phone _____

E-mail _____

I do not wish to receive information from Sony about products, services, premium programs, contests and offerings that may be of interest to me.