

Rent+Reward^{x3}

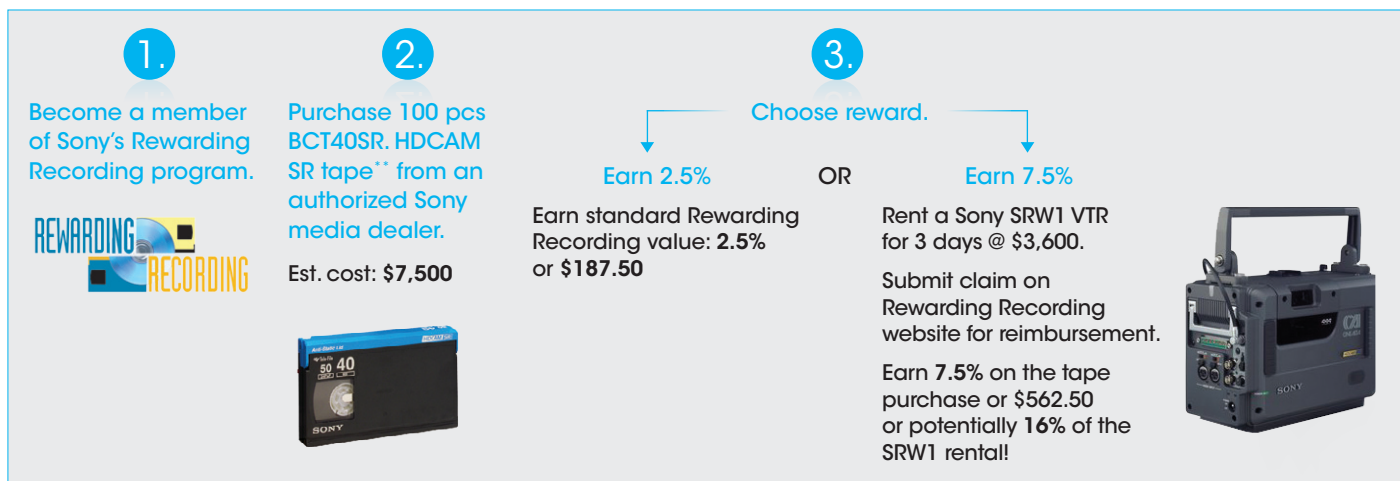
Raise your production value;
lower your rental costs.

Here's how the Rent+Rewardx3 program works:

Purchase any amount of new Sony BCT40SR HDCAM SR tape from an authorized Sony media dealer between January 1 and March 30, 2012.

- Earn the regular Rewarding Recording 2.5% value on every dollar you spend and redeem it toward a range of products, gift cards or reimbursements.
- OR
- Submit a claim for an HDCAM SR recorder* rental & earn 7.5% in Rewarding Recording dollars (3X value). Depending on the quantity of tape you purchase, you could cover 16% or more of a 3 day recorder rental.

Example.



Productions with the HDCAM SR format have never been more affordable!

Start earning 3X the Rewarding Recording value today. But act now, because this Rent+Rewardx3 program is only available to Sony Rewarding Recording members who purchase new Sony HDCAM SR tape through an authorized Sony media dealer through March 31, 2012.

Go to sony.com/mediarewards for more information on the Sony Rewarding Recording program and how to redeem.

* Eligible Sony HDCAM SR rental recorders: SRW1, SRW5000, SRW5500, SRW5800, SRW9000
** Eligible tape invoices must be dated within 30 days of eligible recorder rental.



HDCAM SR