

SONY
make.believe

Up to £80 cashback on the **α** series from Sony*



There's a full range of Sony digital SLR cameras, lenses and accessories to help every photographer realise their own personal creative vision. And now, with up to £80 cashback on selected models, digital SLR photography has never been so creative, so accessible and so much fun.

Claim form

To claim your cashback, simply fill in your details below then post it to the address below by 31 May 2010. You'll also need to include the name of who the cheque should be made payable to, your original sales receipt and the European Guarantee Information Document, which we'll return when we send your cheque.

Send to: Sony **α** Cashback Promotion, PO Box 100, Diss, Norfolk IP98 1SY.
For any questions please call the hotline: 01379 649 499

Name _____

Address _____

Postcode _____

Phone/mobile _____

Date of purchase (DD/MM/YY) _____ Serial number – SO1 _____

Store name and location _____

Please tick the model code for the Sony **α** purchased:

- DSLR **α**450 (camera body only) – **£50 cashback**
- DSLR **α**450 (camera with 18-55mm f3.5-5.6 SAM lens) – **£50 cashback**
- DSLR **α**450 (camera with 18-55mm f3.5-5.6 SAM lens and 55-200mm f4-5.6 SAM lens) – **£50 cashback**
- DSLR **α**500 (camera body only) – **£80 cashback**
- DSLR **α**500 (camera with 18-55mm f3.5-5.6 SAM lens) – **£80 cashback**
- DSLR **α**500 (camera with 18-55mm f3.5-5.6 SAM lens and 55-200mm f4-5.6 SAM lens) – **£80 cashback**
- DSLR **α**550 (camera body only) – **£80 cashback**
- DSLR **α**550 (camera with 18-55mm f3.5-5.6 SAM lens) – **£80 cashback**
- DSLR **α**550 (camera with 18-55mm f3.5-5.6 SAM lens and 55-200mm f4-5.6 SAM lens) – **£80 cashback**
- SAL75300 – **£50 cashback** SAL50F18 – **£20 cashback** HVLf42AM – **£50 cashback**

Tick to show you've remembered to include:

- Original sales receipt European Guarantee Information Document
- Name of who the cheque should be made payable to

Terms and Conditions

1. Customers purchasing a selected Sony product at participating stores between 4 March 2010 and 31 May 2010 inclusive may claim cashback (in the form of a cheque). All purchases and mailing addresses must be within the UK. Only 1 claim per person, per household will be accepted. This offer is not available in conjunction with any other promotion. 2. Products included in this promotion are: DSLR **α**450 (kit 1 – **α**450 camera body only, kit 2 – **α**450 camera with 18-55mm f3.5-5.6 SAM lens, kit 3 – **α**450 camera with 18-55mm f3.5-5.6 SAM lens and 55-200mm f4-5.6 SAM lens), DSLR **α**500 (kit 1 – **α**500 camera body only, kit 2 – **α**500 camera with 18-55mm f3.5-5.6 SAM lens, kit 3 – **α**500 camera with 18-55mm f3.5-5.6 SAM lens and 55-200mm f4-5.6 SAM lens), SAL75300, SAL50F18, HVLf42M. 3. To claim your cashback (in the form of a cheque) please send your completed claim form, clearly stating who the cheque should be made payable to, together with your original sales receipt and European Guarantee Information Document to: Sony **α** Cashback Promotion, PO Box 100, Diss, Norfolk IP98 1SY. 4. **All claim forms should be received no later than 31 May 2010. No claim forms will be accepted after this date.** (If the purchase was via a credit agreement, please supply a copy of the agreement as well as the sales receipt). 5. The cashback is not available on product which has not been supplied and distributed by the Promoter within the UK and Republic of Ireland. Please check with your dealer to ensure your product is eligible before purchasing to avoid disappointment. 6. Your original sales receipt and European Guarantee Information Document will be returned to you with your cheque. 7. Should you have any queries on your application, please phone the Sony Hotline on: 01379 649 499. 8. Only original claim forms will be accepted. We suggest you make copies of all documents before posting them and send claims via signed for post. 9. Proof of posting will not be accepted as proof of receipt. No responsibility can be accepted for claim forms lost, damaged or delayed in transit. 10. Illegible or altered claim forms will be deemed void, as will claim forms not completed in accordance with these Terms and Conditions. 11. Please allow 28 days for receipt of your cheque. Should your cheque not arrive, or should there be a problem with your cheque on receipt please call the hotline on: 01379 649 499. 12. There is no credit alternative to this offer. 13. All instructions given within this leaflet and claim form are part of these Terms and Conditions. 14. By claiming cashback, applicants will be deemed to have read and accepted these Terms and Conditions.

Promoter: Sony United Kingdom Limited, The Heights, Brooklands, Weybridge, Surrey KT13 0XW. (Please do not send claim forms to this address) 'Sony', 'make.believe', 'α' and their logos are trademarks or registered trademarks of Sony Corporation.

The rest of our questions are optional. Thank you in advance if you have time to answer.

What was the ONE main reason for choosing to buy a Sony **α** product?

- Ease of use Design Sony brand Cashback offer Other

Which, if any, of the following sources did you use when deciding which Sony **α** product to buy?

- Store staff Product brochures Family and friends Magazines Manufacturer websites
- Other websites

Which age group are you in?

- 16-24 25-34 35-44 45-54 55+

How many children are there in your household?

- 0 1 2 3+

Which of the following products do you intend to purchase in the future?

- | | | | | |
|--------------------|--------------------------------|---------------------------------|----------------------------------|--------------------------------|
| BRAVIA® TV | <input type="checkbox"/> 6mths | <input type="checkbox"/> 12mths | <input type="checkbox"/> 18mths+ | <input type="checkbox"/> Never |
| VAIO laptop | <input type="checkbox"/> 6mths | <input type="checkbox"/> 12mths | <input type="checkbox"/> 18mths+ | <input type="checkbox"/> Never |
| DVD recorder | <input type="checkbox"/> 6mths | <input type="checkbox"/> 12mths | <input type="checkbox"/> 18mths+ | <input type="checkbox"/> Never |
| Digital camera | <input type="checkbox"/> 6mths | <input type="checkbox"/> 12mths | <input type="checkbox"/> 18mths+ | <input type="checkbox"/> Never |
| Handycam camcorder | <input type="checkbox"/> 6mths | <input type="checkbox"/> 12mths | <input type="checkbox"/> 18mths+ | <input type="checkbox"/> Never |

Register here for the My Sony newsletter and receive all the latest news and offers from the world of Sony Electronics. Please read the following information carefully and tick the box if you agree to the terms below!

Signature _____

Email Address _____

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