



Storage RewardsSM

Earn exciting rewards when you purchase Sony Storage Media!

By enrolling in Sony's Storage RewardsSM Program, end-user members can earn points on qualifying Sony Storage Media purchases, including AIT, DAT and LTO media. Points can be redeemed for exciting rewards such as Sony BRAVIA[®] Televisions, Handycam[®] Camcorders, Cyber-shot[®] Digital Cameras, movie tickets and much more. Just register at sony.com/mediarewards to start earning your rewards today!

Enrollment is Easy

To enroll in Sony's Storage Rewards Program, simply complete the online enrollment form located at sony.com/mediarewards, select a user name and password and you are on your way to earning great Sony rewards! Visit the website for special promotions and point updates.

Annual Program Period is from April 1st – March 31st.

All points earned will have the program year they are earned plus the next program year before they expire. For example: points earned in December 2010 will expire on March 31, 2012.

At-A-Glance — How It Works

End-users enroll online, submit a "Proof of Purchase" claim to receive points, and accrue points towards rewards. Points can be redeemed through the online Rewards Catalog for exciting rewards like:

- Sony Consumer Electronics
- Marriott[®] Gift Cards
- Movie Theater Passes
- And Much More!

Storage Rewards Customer Service: (800)-942-SONY (7669)

End-users should send completed claims and invoices to:

Sony Storage Rewards Headquarters
PO Box 42012
Hazelwood, MO 63042

Or fax them to: (877)-578-0532



Sony Storage Rewards Terms and Conditions

1. This offer is available only to end-users of Sony Data Media products. Resellers/distributors are not eligible to participate in this end-user program.
2. Only Sony AIT, DAT and LTO Data Media qualify for this offer.
3. ALL customer claims are subject to verification by Storage Rewards Headquarters. Sony reserves the right to verify all submitted documentation and to reject any claims it deems to be inaccurate, incomplete or fraudulent.
4. Sony Data Media purchase invoices submitted for Storage Rewards Points must be submitted within 60 days of the invoice date. Copies of invoices are acceptable, provided they clearly indicate the following: customer name and address, distributor name, invoice date and number, line items, number of Sony tape units, cost per unit and invoice total.
5. Program Period is from April 1st–March 31st. All points earned may be used during the program year they are earned plus the next program year before they expire. For example: points earned in December 2010 will expire on March 31, 2012.
6. Storage Rewards Points are NON-TRANSFERABLE.
7. Offer void where prohibited by law. Misuse of offer will void eligibility.
8. Offer valid only for purchases made in the continental United States and Alaska to participants 18 years of age or older.
9. This program is exclusive and may not be combined or substituted with any previous, current, or future programs conducted by Sony Media & Application Solutions Division.
10. The availability and number of Storage Rewards Points required for merchandise in the Storage Rewards online catalog is subject to change without notice. A cash buy in is not allowed. Point values for all rewards shown in the online catalog include applicable sales tax and shipping.
11. Merchandise will only be shipped within the continental United States, Puerto Rico, Guam, Alaska, Hawaii, U.S. Virgin Islands and APO/FPO addressed. Some merchandise ordered together may be shipped separately. Allow 8-10 weeks for delivery from the time we receive your redemption order. Express delivery cannot be accommodated. Rewards cannot be delivered to a P.O. Box.
12. Sony Electronics Inc. reserves the right to discontinue merchandise when necessary. If a product in the catalog becomes unavailable, Sony may substitute the product(s) with one of equal or greater value without advance notice. Reward offers are void where prohibited by law.
13. This program is subject to change without notice and is subject to cancellation with thirty (30) days notice to active participants.
14. All reward selections are subject to availability and back orders at the time of ordering. Returns are not accepted.
15. If you have product, usage, installation or services questions about Sony products you have claimed, please call Sony at 1-800-222-SONY (7669).

SONY®

Sony Electronics Inc.
1 Sony Drive
Park Ridge, NJ 07656

Visit sony.com/mediarewards