



Rewarding Recording

The program that rewards users for buying Sony Professional and Storage Media

Program Overview

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

You're invited to join Sony's Media Rewards Program, the industry's most exciting loyalty program! Once your purchase of qualifying Sony Professional and Storage Media from a Sony Professional Media Authorized Dealer reaches \$1,000, you'll begin earning 2.5% of your subsequent purchases in Media Rewards dollars in that program year. The Rewarding Recording dollars can be redeemed for a wide variety of merchant gift cards. 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:

- Once you spend \$1,000, you will begin to earn 2.5% on every dollar you spend on qualifying Sony Professional and Storage Media products.
- Submit receipts, monitor your account and redeem rewards, all online at sony.com/mediarewards
- Qualify for a wide range of merchant gift cards, reimbursement for purchase or rental 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 this period, participants have until August 31 of that year to redeem their Rewarding Recording dollars before they expire on September 1.

Eligible Products

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

- DVCAM™, DigitalMaster™ and VG Series Digital Videocassettes
- XDCAM® Professional Disc™ Media
- XDCAM® hardware – PDW-U2
- SxS Memory Cards
- Portable Storage – Hard Disk & Solid State Drives
- Betacam SP, Betacam SX, Digital Betacam Videocassettes
- HDCAM™, HDCAM SR™ High Definition Videocassettes
- MPEG IMX Videocassettes
- Optical Disc Archive Cartridges
- LTO™ Data Cartridges
- AIT 8mm Data Cartridges
- Portable Storage Units
- XQD Memory Cards

Quick and Easy Enrollment

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

1. Visit us at sony.com/mediarewards
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.

Prior to enrolling, ask your local Sony Professional Media Authorized Dealer if they participate in the Direct Dealer Feed, if so, you don't have to do a thing, your dealer will create your account and automatically submit your rewards claims for you.

Exciting Rewards



Rewarding Recording Dollars can be redeemed online. Check out our Rewarding Recording website for many exciting rewards, including:

- Merchant Gift Cards
- Reimbursement for purchases of Sony professional recorders, parts and service programs
- Reimbursement for rentals of Sony professional recorders

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
- Sony Professional Media Product Announcements

Key websites for more information on Sony Products and Services:

Media Rewards	sony.com/mediarewards
Sony Professional Media Products	sony.com/promedia
Sony Storage Media Products	sony.com/storagemedia
Professional Video and Audio Products	sony.com/professional

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 (Note: purchases made after June 1 must be claimed by August 15)	Within 60 days of invoice date
Support Claim Backup	Within 10 days of your claim
Web Address	sony.com/mediarewards
Customer Service Center	(866) 322-7749
Authorized Dealer Locator	sony.com/promedia

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



For complete program details and limitations please visit sony.com/mediarewards