
Purchaser Name

Sony Style Order Number

Street Address

Phone Number

City, State, Zip

E-Mail Address

Signature

Date

For Sonystyle.com and Telesales purchases:

1. Complete your purchase of a new Reader Touch Edition (PRS-600) or Reader Pocket Edition (PRS-300) pursuant to the requirements outlined in the Terms & Conditions.
2. Fill out the form completely and tape it along with your PRS-600 or PRS-300 Order Confirmation to the PRS-500 being traded in to Sony for credit. By signing the Claim Form and submitting with your PRS-500 you acknowledge that you have read and agree to the Terms & Conditions.
3. Ship the PRS-500 device only to the address below using a trackable ship method. Please keep your AC adapter as it is compatible with the new PRS-300 and PRS-600. Sony must receive your PRS-500 device no later than April 30, 2010. Units received after this date will not be eligible for the credit.

**Shipping Address:
Sony Consumer Direct Return Center
10227 Crossroads Loop, Suite R
Laredo, Texas 78045**

1. \$50 credit on the purchase of any PRS-300 model, \$75 credit on the purchase of any PRS-600 model
2. You remain responsible for risk of loss for the trade-in product until delivery of the same to Sony's warehouse. Title of the PRS-500 passes to Sony at the point of delivery to Sony's warehouse.
3. Once the Sony warehouse receives and verifies your trade-in, and confirms your qualifying purchase of a PRS-300 or PRS-600, you will receive a credit in the amount of \$50 for the PRS-300 or \$75 for the PRS-600 against your sonystyle.com order. For credit issuance, please allow 8-10 weeks following postmark of a properly submitted trade in product and Program application.
4. If an ineligible product is received, you will not be eligible for the Program and no credit will be issued.
5. Submitting false claims for Program benefits may make you ineligible for future participation in Sony promotional programs and may subject you to civil liability or criminal prosecution.
6. Sony is not responsible for late, lost, stolen, misdirected, illegible, incomplete or postage-due claims/requests or for any printing, human, fax, computer or other errors. Nonconforming submissions will not be processed.
7. Sony reserves the right to request additional information from you at their discretion to validate a claim.
8. For questions regarding the status of your submission please contact Sony Style Customer Care at (877) 865-7669 or via email at sonystyle@custhelp.com

This promotion is a one-for-one trade only. You must trade-in one eligible Reader Digital Book towards the purchase of one eligible new Sony PRS-300SC, PRS-300RC, PRS-300BC, PRS-600BC, PRS-600RC, or PRS-600SC model Reader Digital Book.

Sony is not responsible for late, lost, stolen, misdirected, illegible, incomplete or postage-due claims/requests or for any printing, human, fax, computer or other errors. Nonconforming submissions will not be processed.

Other terms and conditions apply. Visit www.sonystyle.com/readertrade for complete T&Cs.