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MARKETING BULLETIN

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Product Group: FAX/A4 MFP**Bulletin Number: 11-5004****To: Panasonic Authorized Document Dealers****Date: April 8, 2010*****SUBJECT: First Quarter FAX/A4 MFP Sales Promotions***

Panasonic System Networks Company of America (PSNA) would like to announce the latest FAX/A4 MFP sales promotions currently available to all Panasonic Authorized Document Dealers (PADD). These promotions are available through your regional distributor during the first quarter of fiscal year 2011.

Between the dates of April 8, 2011 and June 30, 2011, Panasonic Authorized Document Dealers (PADD) may be eligible to take advantage of any of the following **three (3) sales promotions**:

Promotion 1 – UF-8200 \$60 Main Unit Instant rebate

Panasonic Authorized Document Dealers who purchase a Panasonic UF-8200 Fax Machine may be eligible to receive a \$60 instant rebate. To qualify simply contact your assigned Panasonic distributor, mention this rebate promotion and they will take care of the rest. Instant rebate(s) will be deducted off the distributor's sale price at invoice.

Promotion 2 – DP-MB350 Unlimited Demo Unit Promotion

Panasonic Authorized Document Dealers may be eligible to purchase unlimited demo units of the DP-MB350 A4 Multifunction at the demo unit price of \$465.00. There are no minimums to buy and no additional approval paperwork required. To qualify simply contact your preferred Panasonic distributor, mention this rebate promotion and they will take care of the rest.

Promotion 3 – DP-MC210S1 Free Toner Bundle

Panasonic Authorized Document Dealers may be eligible to receive a Free Toner Bundle on every unit purchased. The Free Toner Bundle includes 1 DQ-TUA04K-T 4K Black Toner 3 Pack, 1 DQ-TUA04C 4K Cyan Toner, 1 DQ-TUA04M 4K Magenta Toner and 1 DQ-TUA04Y 4K Yellow Toner 3 Pack. To qualify, simply contact your preferred Panasonic Distributor; mention this promotion and they will take care of the rest.

Terms and Conditions – First Quarter FAX/A4 MFP Sales Promotions– Marketing Bulletin # 11–5004

1. The following promotions are effective April 8, 2011 – June 30, 2011
 - a. **UF-8200 \$60 Main Unit Instant rebate**
 - i. Promotion applies to UF-8200 only
 - ii. Substitutions or credits will not be allowed
 - iii. Minimum purchase requirement of one (1) UF-8200 required by the dealer
 - b. **DP-MB350 Unlimited Demo Unit Promotion**
 - i. Promotion applies to DP-MB350 only
 - ii. Substitutions or credits will not be allowed
 - iii. Minimum purchase requirement of one (1) DP-MB350 required by the dealer
 - c. **DP-MC210S1 Free Toner Bundle Promotion**
 - i. Promotion applies to DP-MC210S1 only
 - ii. Substitutions or credits will not be allowed
 - iii. Minimum purchase requirement of one (1) DP-MC210S1 required by the dealer
 - iv. Free toner bundle includes (1) DQ-TUA04K-T, (1) DQ-TUA04C, (1) DQ-TUA04M, (1) DQ-TUA04Y

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2. All promotions contained in Marketing Bulletin # 11-5004 are subject to the following Terms and Conditions

- a. Promotions apply to PSNA Authorized Document Dealers which have been approved by PSNA
- b. All promotional orders must ship from the distributors warehouse
- c. Special pricing, contract pricing or Bids provided by Panasonic do not qualify
- d. Rebates will be deducted at time of sale by the distributor
- e. Merchandise order number and SKU may vary, please contact your distributor for ordering details and procedures
- f. Distributor Pricing and participation may vary
- g. Promotional discounts can not be combined
- h. Distributors reserve the right to accept or decline any promotional orders
- i. Panasonic is not responsible for providing any rebates or credits to the reseller, any rebate claims sent to Panasonic directly will be refused
- j. Panasonic reserves the right to modify and/or cancel the promotion at any time, without prior notice.
- k. Additional terms and conditions may apply, please contact your Panasonic distributor for details

If you have any questions regarding our digital products, please do not hesitate to contact your Panasonic Area Sales Manager.

Your Panasonic Marketing Team

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Unit of Panasonic Corporation of North America