

PSNA MARKETING BULLETIN**Panasonic**
ideas for life**Product Group: FAX/A4 MFP****Bulletin Number: 11-5009****To: Panasonic Authorized Document Dealers****Date: July 6, 2010*****SUBJECT: 2nd 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 2nd quarter of fiscal year 2011.

Between the dates of July 6, 2011 and September 30, 2011, Panasonic Authorized Document Dealers (PADD) may be eligible to take advantage of any of the following ***four (4) sales promotions:***

Promotion 1 – UF-7200 \$40 Main Unit Instant Rebate!

Panasonic Authorized Document Dealers who purchase a Panasonic UF-7200 Fax Machine may be eligible to receive a \$40 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 – 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 3 – DP-MB350 \$65 Main Unit Instant Rebate!

Panasonic Authorized Document Dealers who purchase a Panasonic DP-MB350 Monochrome A4 Laser MFP may be eligible to receive a \$65 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 4 – DP-MC210P Free S1 Upgrade!

For every DP-MC210P A4 Desktop MFP purchased, Panasonic Authorized Document dealers may be eligible to receive a free S1 system upgrade with every unit purchased. The S1 system upgrade includes a free Duplex unit and 2nd 520 Sheet paper cassette. To qualify, simply contact your assigned Panasonic Distributor; mention this promotion and they will take care of the rest.

Continue to next page for complete terms and conditions.

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Terms and Conditions – 2nd Quarter FAX/A4 MFP Sales Promotions – Marketing Bulletin # 11-5009

1. The following promotions are effective July 6, 2011 – September 30, 2011
 - a. **UF-7200 \$40 Main Unit Instant rebate**
 - i. Promotion applies to UF-7200 only
 - ii. Substitutions or credits will not be allowed
 - iii. Minimum purchase requirement of one (1) UF-7200 required by the dealer
 - b. **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
 - c. **DP-MB350 \$65 Main Unit Instant Rebate!**
 - 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
 - d. **DP-MC210P Free S1 System Upgrade!**
 - i. Promotion applies to DP-MC210P only
 - ii. Substitutions or credits will not be allowed
 - iii. Minimum purchase requirement of one (1) DP-MC210P required by the dealer
 - iv. Free S1 system upgrade includes one (1) Duplex unit, and one (1) 520 Sheet cassette.
2. **All promotions contained in Marketing Bulletin # 11-5009 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