

SONY APRIL SAVINGS

LIMITED TIME: APRIL 13 – MAY 10, 2026

SAVE
\$900



α7R V BODY

BODY
REG: \$4,199⁹⁹
SALE: \$3,299⁹⁹

SAVE UP TO
\$500



α7 IV BODY OR KIT

+ SAVE \$400
BUNDLE WITH
25-105MM G
ZOOM LENS



BODY
REG: \$2,499⁹⁹
SALE: \$1,999⁹⁹

BODY + 28-70MM LENS
REG: \$2,699⁹⁹
SALE: \$2,199⁹⁹

SAVE
\$500



α1 BODY

REG: \$6,199⁹⁹ SALE: \$5,699⁹⁹

SAVE
\$400



α9 III BODY

REG: \$6,799⁹⁹ SALE: \$6,399⁹⁹

SAVE
\$300



FX30 BODY

REG: \$2,099⁹⁹ SALE: \$1,799⁹⁹

BODY + XLR HANDLE UNIT
REG: \$2,499⁹⁹ SALE: \$2,199⁹⁹

SAVE
\$200



FX2 BODY

REG: \$2,699⁹⁹ SALE: \$2,499⁹⁹

BODY + XLR HANDLE UNIT
REG: \$3,099⁹⁹ SALE: \$2,899⁹⁹

TWO WAYS TO SAVE



\$300
OFF

SAVE NOW

Bundle select Full-frame cameras + select G Master Lenses and get \$300 off instantly.

SAVE LATER

Buy select Full-frame cameras now. Within 90 days buy select G Master lenses to receive a \$300 Visa gift card.

ELIGIBLE CAMERAS & LENSES

ALPHA 1 II BODY
ALPHA 9 III BODY
ALPHA 7R V BODY
ALPHA 7 V BODY
ALPHA 7 V KIT

16-35MM F2.8 G Master II
24-70MM F2.8 G Master II
70-200MM F2.8 G Master II
28-70MM F2 G Master
50-150MM F2 G Master

Purchase the lens from the same retailer where you bought your camera, or scan to submit your camera and lens receipts or visit sony.imagingreg.com/lens26

Valid through March 28, 2027

COMPLETE YOUR HYBRID SETUP

Get \$900 off with purchase the Alpha 7 IV body or kit with the 24-105mm G lens.



SAVE
\$900
WHEN BUNDLED

Purchase a qualifying camera and receive \$50 cash back.



SEE BACK SIDE
FOR FULL LIST
OF OFFERS

TO LEARN MORE VISIT [SONY.IMAGINGREG.COM/US50](https://sony.imagingreg.com/US50)

CAMERAS	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE
Alpha 1 Body	ILCE1/B	\$6,199 ⁹⁹	\$500	\$5,699 ⁹⁹
Alpha 9 III Body Only - Black	ILCE9M3/B	\$6,799 ⁹⁹	\$400	\$6,399 ⁹⁹
Alpha 7R V Body	ILCE7RM5/B	\$4,199 ⁹⁹	\$900	\$3,299 ⁹⁹
Alpha 7S III Body	ILCE7SM3/B	\$3,999 ⁹⁹	\$300	\$3,699 ⁹⁹
Alpha 7R IV Body	ILCE7RM4A/B	\$3,699 ⁹⁹	\$900	\$2,799 ⁹⁹
Alpha 7CR Body Only - All Colors	ILCE7CR/B	\$3,399 ⁹⁹	\$400	\$2,999 ⁹⁹
Alpha 7 IV + 28-70mm Zoom Lens or 28-70mm Zoom Lens II	ILCE7M4K/B or ILCE7M4M/B	\$2,699 ⁹⁹	\$500	\$2,199 ⁹⁹
Alpha 7 IV Body	ILCE7M4/B	\$2,499 ⁹⁹	\$500	\$1,999 ⁹⁹
Alpha 7 III + 28-70mm Zoom Lens or 28-70mm Zoom Lens	ILCE7M3K/B or ILCE7M3M/B	\$2,199 ⁹⁹	\$300	\$1,899 ⁹⁹
Alpha 7 III Body	ILCE7M3/B	\$1,999 ⁹⁹	\$300	\$1,699 ⁹⁹
Alpha 7C II + 28-60mm Zoom Lens (All Colors)	ILCE7CM2L	\$2,799 ⁹⁹	\$400	\$2,399 ⁹⁹
Alpha 7C II Body (All Colors)	ILCE7CM2	\$2,499 ⁹⁹	\$400	\$2,099 ⁹⁹
Alpha 6400 + 18-135mm Zoom Lens - Black	ILCE6400M/B	\$1,499 ⁹⁹	\$250	\$1,249 ⁹⁹
Alpha 6400 + 16-50mm Zoom Lens - Black	ILCE6400K/B	\$1,199 ⁹⁹	\$250	\$949 ⁹⁹
Alpha 6400 Body Only - Black	ILCE6400/B	\$1,099 ⁹⁹	\$250	\$849 ⁹⁹
Alpha 6100 + 16-50mm & 55-210 Lenses - Black	ILCE6100X/B	\$1,199 ⁹⁹	\$200	\$999 ⁹⁹
Alpha 6100 + 16-50mm Zoom Lens - Black	ILCE6100K/B	\$949 ⁹⁹	\$150	\$799 ⁹⁹
Alpha 6100 Body Only - Black	ILCE6100/B	\$849 ⁹⁹	\$150	\$699 ⁹⁹
ZV-E10 + 16-50mm Zoom Lens - All Colors	ILCZVE10K or ILCZVE10L	\$899 ⁹⁹	\$100	\$799 ⁹⁹
ZV-E10 Body Only - All Colors	ILCZVE10	\$899 ⁹⁹	\$100	\$699 ⁹⁹
ZV-E10 II + 16-50mm Zoom Lens - All Colors	ZVE10M2K	\$1,299 ⁹⁹	\$200	\$1,099 ⁹⁹
ZV-E10 II Body Only - All Colors	ZVE10M2	\$1,199 ⁹⁹	\$200	\$999 ⁹⁹
ZV-1F Vlog Camera (All Colors)	ZV1F	\$599 ⁹⁹	\$150	\$449 ⁹⁹
ZV-1 Camera (All Colors)	DCZV1	\$899 ⁹⁹	\$100	\$799 ⁹⁹
ZV-1 II Camera (All Colors)	DCZV1M2	\$999 ⁹⁹	\$100	\$899 ⁹⁹
Cinema Line FX2 Camera with XLR Handle Unit	ILMEFX2	\$3,099 ⁹⁹	\$200	\$2,899 ⁹⁹
Cinema Line FX2 Camera Body	ILMEFX2B	\$2,699 ⁹⁹	\$200	\$2,499 ⁹⁹
Cinema Line FX30 Camera with XLR handle unit	ILMEFX30	\$2,499 ⁹⁹	\$300	\$2,199 ⁹⁹
Cinema Line FX30 Camera Body	ILMEFX30B	\$2,099 ⁹⁹	\$300	\$1,799 ⁹⁹
LENSES	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE
FE 300mm F2.8 GM OSS	SEL300F28GM	\$6,799 ⁹⁹	\$200	\$6,599 ⁹⁹
FE 12-24mm F2.8 GM	SEL1224GM	\$3,249 ⁹⁹	\$100	\$3,149 ⁹⁹
FE PZ 28-135mm F4 G OSS	SELP28135G	\$2,999 ⁹⁹	\$100	\$2,899 ⁹⁹
FE 100-400mm F4.5-5.6 GM OSS	SEL100400GM	\$2,799 ⁹⁹	\$100	\$2,699 ⁹⁹
FE 50mm F1.2 GM	SEL50F12GM	\$2,299 ⁹⁹	\$100	\$2,199 ⁹⁹
FE 16-35mm F2.8 GM	SEL1635GM	\$2,199 ⁹⁹	\$100	\$2,099 ⁹⁹
FE 70-200mm F2.8 GM OSS	SEL70200GM	\$2,149 ⁹⁹	\$100	\$2,049 ⁹⁹
FE 24-70mm F2.8 GM	SEL2470GM	\$1,799 ⁹⁹	\$200	\$1,599 ⁹⁹
FE 24mm F1.4 GM	SEL24F14GM ILCE7M3M/B	\$1,599 ⁹⁹	\$100	\$1,499 ⁹⁹
FE 70-300mm F4.5-5.6 G OSS	SEL70300G	\$1,499 ⁹⁹	\$100	\$1,399 ⁹⁹
FE 85mm F1.4 GM	SEL85F14GM	\$1,499 ⁹⁹	\$100	\$1,399 ⁹⁹
FE 24-240mm F3.5-6.3 OSS	SEL24240	\$1,349 ⁹⁹	\$100	\$1,249 ⁹⁹
FE 24-50mm F2.8 G	SEL2450G	\$1,299 ⁹⁹	\$100	\$1,199 ⁹⁹
FE 90mm F2.8 Macro G OSS	SEL90M28G	\$1,049 ⁹⁹	\$100	\$949 ⁹⁹
FE 24mm F2.8 G	SEL24F28G	\$799 ⁹⁹	\$50	\$749 ⁹⁹
FE 40mm F2.5 G	SEL40F25G	\$799 ⁹⁹	\$50	\$749 ⁹⁹
FE 50mm F2.5 G	SEL50F25G	\$699 ⁹⁹	\$50	\$649 ⁹⁹
FE 85mm F1.8	SEL85F18/2	\$699 ⁹⁹	\$50	\$649 ⁹⁹
FE 50mm F1.8	SEL50F18F/2	\$249 ⁹⁹	\$50	\$199 ⁹⁹
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM or SEL70200GM2	SEL14TC / SEL20TC	\$599 ⁹⁹	\$200	\$399 ⁹⁹
SEL24105G/2 bundled with: Alpha 7 IV	SEL24105G/2*	\$1,399 ⁹⁹	\$400	\$999 ⁹⁹
SEL1635GM2, SEL2470GM2, SEL70200GM2, SEL2870GM OR SEL50150GM bundled w/: Alpha 1 II, Alpha 9 III, Alpha 7R V OR Alpha 7 V	various	various	\$300	various
APS-C LENSES	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE
E 16-55mm F2.8 G	SEL1655G	\$1,699 ⁹⁹	\$100	\$1,599 ⁹⁹
E 70-350mm F4.5-6.3 G OSS	SEL70350G	\$1,199 ⁹⁹	\$100	\$1,099 ⁹⁹
E 15mm F1.4 G	SEL15F14G	\$949 ⁹⁹	\$100	\$849 ⁹⁹
E PZ 10-20mm F4 G	SELP1020G	\$949 ⁹⁹	\$100	\$849 ⁹⁹
E PZ 18-105mm F4 G OSS	SELP18105G	\$849 ⁹⁹	\$100	\$749 ⁹⁹
E 11mm F1.8	SEL11F18	\$699 ⁹⁹	\$50	\$649 ⁹⁹
E 35mm F1.8 OSS	SEL35F18	\$599 ⁹⁹	\$50	\$549 ⁹⁹
E 50mm F1.8 OSS - All Colors	SEL50F18	\$449 ⁹⁹	\$50	\$399 ⁹⁹
E 30mm F3.5 Macro	SEL30M35	\$399 ⁹⁹	\$50	\$349 ⁹⁹
ACCESSORIES	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE
Digital Shotgun Microphone *	ECMB10	\$279 ⁹⁹	\$50	\$229 ⁹⁹
SDigital Shotgun Microphon **	ECMB1M	\$389 ⁹⁹	\$50	\$339 ⁹⁹
Digital Shotgun Microphone**	ECMM1	\$389 ⁹⁹	\$50	\$339 ⁹⁹
Wireless Radio Flash**	HVLF46RMA	\$529 ⁹⁹	\$50	\$479 ⁹⁹
Wireless radio flash **	HVLF60RM2	\$679 ⁹⁹	\$50	\$629 ⁹⁹
Vertical Grip for a9, a7R III, a7 III **	VGC3EM	\$419 ⁹⁹	\$50	\$369 ⁹⁹
Vertical Grip for a9 II, a7R IV, a7R V, a1, a7 IV, a7S III **	VGC4EM	\$459 ⁹⁹	\$50	\$409 ⁹⁹
Vertical Grip for a9 III	VGC5	\$459 ⁹⁹	\$50	\$409 ⁹⁹
XLR Adaptor Kit for Multi interface shoe w/Digital audio interface	XLRK3M	\$659 ⁹⁹	\$50	\$609 ⁹⁹
Cfexpress Type A TOUGH 240GB**	CEAG240T	\$269 ⁹⁹	\$20	\$249 ⁹⁹
Cfexpress Type A TOUGH 480GB**	CEAG480T	\$479 ⁹⁹	\$50	\$429 ⁹⁹
TOUGH G series UHS-II SD Memory Card 128GB**	SFG128T/T1	\$344 ⁹⁹	\$90	\$259 ⁹⁹

1. Please check final pricing at retail. Offers valid at participating retailers. Stackable with other soft bundles and standalone instant rebate. Prices and offers non-redeemable for cash, non-transferable and may not be combinable with other offers or discounts. Reseller prices may vary. Prices and offers stated do not include tax or shipping. Specifications, availability, prices and terms of offer are subject to cancellation or change without notice. Sony is not responsible for photographic, typographic or system errors.

2. Scan QR Code to learn more or visit sony.imagingreg.com/US50 Offer valid for purchases between 4/1/2026 - 6/30/2026. Redeem by 7/14/2026. Must register within 14 days of purchase. Fulfilled within 8 weeks. Subject to terms and conditions.

Eligible products: DSCRX1RM3B, ILCE1/B, ILCE1M2B, ILCE6400/B, ILCE6400K/B, ILCE6400L/B, ILCE6400M/B, ILCE6700/B, ILCE6700K/B, ILCE6700L/B, ILCE6700M/B, ILCE7CM2B, ILCE7CM2L, ILCE7CM2LS, ILCE7CM2S, ILCE7CRB, ILCE7CRS, ILCE7SM3/B, ILCE7M3/B, ILCE7M3K/B, ILCE7M4/B, ILCE7M4K/B, ILCE7RM4A/B, ILCE7RM5/B, ILCE9M3B, ILMEFX2, ILMEFX2B, ILMEFX30, ILMEFX30B, ILMEFX3A, SEL100400GM, SEL100F28GM, SEL100M28GM, SEL1224GM, SEL135F18GM, SEL14F18GM, SEL1635GM, SEL1635GM2, SEL2470GM, SEL2470GM2, SEL24F14GM, SEL2870GM, SEL300F28GM, SEL35F14GM, SEL400F28GM, SEL50150GM, SEL50F12GM, SEL50F14GM, SEL600F40GM, SEL70200GM, SEL70200GM2, SEL85F14GM, SEL85F14GM2.

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BUNDLE AND SAVE:

* + \$50 when bundled with Alpha and FX Cameras

** + \$50 off when bundled with select Alpha models