

Cameras

Instant Savings March 9–15, 2026



| Product | Model # | Selling Price | IR Savings | Selling Price After Savings |
|---|-------------|-----------------------|------------|-----------------------------|
| α1 Body Only - Black | ILCE1/B | \$6,199 ⁹⁹ | \$500 | \$5,699⁹⁹ |
| α7R V Body Only - Black | ILCE7RM5/B | \$4,199 ⁹⁹ | \$900 | \$3,299⁹⁹ |
| α7S III Body Only - Black | ILCE7SM3/B | \$3,999 ⁹⁹ | \$300 | \$3,699⁹⁹ |
| α7R IV Body Only - Black | ILCE7RM4A/B | \$3,699 ⁹⁹ | \$400 | \$3,299⁹⁹ |
| α7 IV + 28-70mm II Zoom Lens - Black | ILCE7M4M/B | \$2,699 ⁹⁹ | \$100 | \$2,599⁹⁹ |
| α7 IV + 28-70mm Zoom Lens - Black | ILCE7M4K/B | \$2,699 ⁹⁹ | \$100 | \$2,599⁹⁹ |
| α7 IV Body Only - Black | ILCE7M4/B | \$2,499 ⁹⁹ | \$300 | \$2,199⁹⁹ |
| α7 III + 28–70mm Zoom Lens - Black | ILCE7M3K/B | \$2,199 ⁹⁹ | \$300 | \$1,899⁹⁹ |
| α7 III Body Only - Black | ILCE7M3/B | \$1,999 ⁹⁹ | \$300 | \$1,699⁹⁹ |
| α7C II + 28–60mm Zoom Lens - All Colors | ILCE7CM2L | \$2,799 ⁹⁹ | \$200 | \$2,599⁹⁹ |
| α7C II Body Only - All Colors | ILCE7CM2 | \$2,499 ⁹⁹ | \$200 | \$2,299⁹⁹ |

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|--|-----------|-----------------------|------------|-----------------------------|
| Cinema Line FX2 + XLR Handle Unit | ILMEFX2 | \$3,399 ⁹⁹ | \$300 | \$3,099⁹⁹ |
| FX2 Body Only | ILMEFX2B | \$2,999 ⁹⁹ | \$300 | \$2,699⁹⁹ |
| FX30 + XLR Handle Unit | ILMEFX30 | \$2,499 ⁹⁹ | \$300 | \$2,199⁹⁹ |
| FX30 Body Only | ILMEFX30B | \$2,099 ⁹⁹ | \$300 | \$1,799⁹⁹ |
| Point and Shoot Sony ZV-1 II Camera - All Colors | ZV1M2 | \$1,049 ⁹⁹ | \$100 | \$949⁹⁹ |

Please check final pricing at retail. Offers valid at participating retailers. * Stackable with other soft bundles and standalone instant rebate. ** Not stackable with other soft bundles and standalone instant rebate. † Stackable with other soft bundles. †† Stackable with instant rebate on camera body only, if any. ††† Stackable with instant rebate on camera body and accessory only, if any.

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Accessories

Instant Savings March 9–15, 2026



DI Accessories



| Product | Model # | Selling Price | IR Savings | Selling Price After Savings |
|---|-----------|---------------------|------------|-----------------------------|
| Digital Shotgun Microphone | ECMB10 | \$279 ⁹⁹ | \$50 | \$229⁹⁹ |
| Shotgun microphone for Multi interface shoe w/Digital audio interface | ECMB1M | \$389 ⁹⁹ | \$50 | \$339⁹⁹ |
| Digital Shotgun Microphone | ECMM1 | \$389 ⁹⁹ | \$50 | \$339⁹⁹ |
| Wireless Streaming Microphone | ECMS1 | \$419 ⁹⁹ | \$150 | \$269⁹⁹ |
| Digital Bluetooth Wireless Microphone | ECMW2BT | \$279 ⁹⁹ | \$120 | \$159⁹⁹ |
| Dual-channel Wireless Microphone | ECMW3 | \$569 ⁹⁹ | \$280 | \$289⁹⁹ |
| Single-channel Wireless microphone | ECMW3S | \$349 ⁹⁹ | \$120 | \$229⁹⁹ |
| Wireless Radio Flash (Guide Number 46) | HVLF46RMA | \$549 ⁹⁹ | \$50 | \$499⁹⁹ |
| Wireless Radio Flash (Guide Number 60) | HVLF60RM2 | \$699 ⁹⁹ | \$50 | \$649⁹⁹ |
| Vertical Grip for α9, α7R III, α7 III | VGC3EM | \$419 ⁹⁹ | \$50 | \$369⁹⁹ |
| Vertical Grip for α9 II, α7R IV, α7R V, α1, α7 IV, α7S III | VGC4EM | \$459 ⁹⁹ | \$50 | \$409⁹⁹ |
| XLR Adaptor Kit for Multi interface shoe w/Digital audio interface | XLRK3M | \$659 ⁹⁹ | \$50 | \$609⁹⁹ |

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Recording Media

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Media



| Product | Model # | Selling Price | IR Savings | Selling Price After Savings |
|--|------------|-----------------------|------------|-----------------------------|
| CFexpress Type A TOUGH 240GB | CEAG240T | \$259 ⁹⁹ | \$20 | \$239⁹⁹ |
| CFexpress Type A TOUGH 480GB | CEAG480T | \$359 ⁹⁹ | \$20 | \$339⁹⁹ |
| CFexpress Type A TOUGH 960GB | CEAG960T | \$584 ⁹⁹ | \$45 | \$539⁹⁹ |
| CFexpress Type A TOUGH 1920GB | CEAG1920T | \$949 ⁹⁹ | \$70 | \$879⁹⁹ |
| CFexpress Type B TOUGH 240GB | CEBG240T | \$199 ⁹⁹ | \$42 | \$157⁹⁹ |
| CFexpress Type B TOUGH 480GB | CEBG480T | \$319 ⁹⁹ | \$78 | \$241⁹⁹ |
| CFexpress Type B TOUGH 960GB | CEBG960T | \$999 ⁹⁹ | \$500 | \$499⁹⁹ |
| CFexpress Type B TOUGH 1920GB | CEBG1920T | \$1,999 ⁹⁹ | \$1,000 | \$999⁹⁹ |
| UHS-II SD E series Memory Card 256GB | SFE256/T2 | \$99 ⁹⁹ | \$20 | \$79⁹⁹ |
| TOUGH G series UHS-II SD Memory Card 64GB | SFG64T/T1 | \$109 ⁹⁹ | \$34 | \$75⁹⁹ |
| TOUGH G series UHS-II SD Memory Card 128GB | SFG128T/T1 | \$209 ⁹⁹ | \$70 | \$139⁹⁹ |
| TOUGH G series UHS-II SD Memory Card 256GB | SFG256T/T1 | \$399 ⁹⁹ | \$140 | \$259⁹⁹ |
| TOUGH M series UHS-II SD Memory Card 128GB | SFM128T/T1 | \$69 ⁹⁹ | \$10 | \$59⁹⁹ |
| TOUGH M series UHS-II SD Memory Card 256GB | SFM256T/T1 | \$129 ⁹⁹ | \$42 | \$87⁹⁹ |
| TOUGH M series UHS-II SD Memory Card 512GB | SFM512T/T1 | \$229 ⁹⁹ | \$68 | \$161⁹⁹ |
| UHS-II SD M series Memory Card 128GB | SFM128/T2 | \$64 ⁹⁹ | \$4 | \$60⁹⁹ |
| UHS-II SD M series Memory Card 256GB | SFM256/T2 | \$119 ⁹⁹ | \$25 | \$94⁹⁹ |
| UHS-II SD M series Memory Card 512GB | SFM512/T2 | \$224 ⁹⁹ | \$50 | \$174⁹⁹ |
| UHS-II SDXC E series Memory Card 64GB | SFE64A | \$29 ⁹⁹ | \$3 | \$26⁹⁹ |
| UHS-II SDXC E series Memory Card 128GB | SFE128A | \$44 ⁹⁹ | \$8 | \$36⁹⁹ |
| CFexpress Type A Card Reader | MRWG3 | \$149 ⁹⁹ | \$15 | \$134⁹⁹ |

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Bundles

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α Bundles

| Bundle | With | Additional Savings |
|---|---|--------------------|
| All Compatible ILC Models (Body or Kit) | SEL50F18F/2* | \$30 |
| All Compatible ILC Models (Body or Kit) | SEL11F18, SEL15F14G, SEL20F18G, SEL24F28G, SEL35F18F, SEL40F25G, SEL50F25G, SEL70350G, SEL85F18/2, SELP1020G OR SELP1635G* | \$50 |
| All Compatible ILC Models (Body or Kit) (SEL24105G/2 - exclude a7M4 body) | SEL1655G, SEL55210/B, SEL2070G, SEL24105G/2, SEL2470GM, SEL70200GM OR SEL50F14GM | \$100 |
| All Compatible ILC Models (Body or Kit) | SEL2860* | \$200 |
| SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM OR SEL70200GM2 | SEL14TC OR SEL20TC* | \$200 |
| α7 V | SEL300F28GM* | \$300 |
| α7 V | SEL1635GM2, SEL2470GM2, SEL70200GM2, SEL200600G, SEL400800G, SEL24F14GM, SEL35F14GM, SEL50F12GM, SEL50F14GM OR SEL85F14GM2* | \$200 |
| α7 IV | SEL24105G/2* | \$400 |

Accessories, Point and Shoot, and Media Bundles

| | | |
|--|---|-------|
| All CFE-A Combatible Cameras | CEAG240T CFexpress Type A (240GB)* | \$50 |
| All CFE-A Combatible Cameras | CEAG480T CFexpress Type A (480GB)* | \$50 |
| All ILC Models | SFG256T/T1 Tough (256GB)* | \$50 |
| All ILC Models | SFG128T/T1 Tough (128GB) | \$25 |
| All DSC AND Non FF APS-C | Vlogger Accessory Kit (ACCVC1)* | \$50 |
| All ILC AND FX Cameras | Digital Shotgun Microphone (ECMB10)* | \$50 |
| All Compatible ILC AND DSC Cameras | Vlogger Shotgun Microphone (ECMG1)* | \$50 |
| All ILC Cameras (Body or Kit) | Digital Shotgun Microphone (ECMB1M)* | \$50 |
| All Compatible ILC Cameras | Vertical Grip (VGC4EM)* | \$50 |
| All Compatible ILC Cameras | Vertical Grip (VGC3EM)* | \$50 |
| All ILC Models (Body or Kit) | Digital Shotgun Microphone (ECMM1)* | \$50 |
| All ILC FF High Cameras | Wireless Radio Flash (HVL-F60RM2)* | \$50 |
| All Compatible ILC Cameras | Vertical Grip (VGC5)* | \$100 |
| All ILC Models (Body or Kit) | Wireless Radio Flash (HVL46RM OR HVL46RMA)* | \$50 |
| All compatible compact ILC/DSC/ZV models | Remote Grip (GPVPT3B OR GPVPT3W) | \$50 |



MEDIA COMPATIBILITY INFORMATION

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