

Cameras

Instant Savings June 15-21, 2026



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α1 Body Only - Black	ILCE1/B	\$6,199 ⁹⁹	\$500	\$5,699⁹⁹
α9 III Body Only - Black	ILCE9M3/B	\$6,799 ⁹⁹	\$400	\$6,399⁹⁹
α7R V Body Only - Black	ILCE7RM5/B	\$3,799 ⁹⁹	\$500	\$3,299⁹⁹
α7R IV Body Only - Black	ILCE7RM4A/B	\$3,699 ⁹⁹	\$900	\$2,799⁹⁹
α7CR Body Only - All Colors	ILCE7CR	\$3,399 ⁹⁹	\$400	\$2,999⁹⁹
α7 IV + 28-70mm OR 28-70mm II Zoom Lens - Black	ILCE7M4K/B OR ILCE7M4M/B	\$2,699 ⁹⁹	\$500	\$2,199⁹⁹
α7 IV Body Only - Black	ILCE7M4/B	\$2,499 ⁹⁹	\$500	\$1,999⁹⁹
α7 III + 28-70mm OR 28-70mm II Zoom Lens - Black	ILCE7M3K/B OR ILCE7M3M/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	\$400	\$2,399⁹⁹
α7C II Body Only - All Colors	ILCE7CM2	\$2,499 ⁹⁹	\$400	\$2,099⁹⁹
ZV-E1 + 28-60mm Zoom Lens - All Colors	ILCZVE1L	\$2,799 ⁹⁹	\$300	\$2,499⁹⁹
ZV-E1 Body Only - All Colors	ILCZVE1	\$2,499 ⁹⁹	\$300	\$2,199⁹⁹
α6400 + 18-135mm Zoom Lens - Black	ILCE6400M/B	\$1,499 ⁹⁹	\$200	\$1,299⁹⁹
α6400 + 16-50mm Zoom Lens - Black	ILCE6400K/B	\$1,199 ⁹⁹	\$200	\$999⁹⁹
α6400 Body Only - Black	ILCE6400/B	\$1,099 ⁹⁹	\$200	\$899⁹⁹
ZV-E10 + 16-50mm Zoom Lens - All Colors	ILCZVE10K OR ILCZVE10L	\$899 ⁹⁹	\$50	\$849⁹⁹
ZV-E10 Body Only - All Colors	ILCZVE10	\$799 ⁹⁹	\$50	\$749⁹⁹

Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Cinema Line FX30 + XLR Handle Unit	ILMEFX30	\$2,499 ⁹⁹	\$300	\$2,199⁹⁹
FX30 Body Only	ILMEFX30B	\$2,099 ⁹⁹	\$300	\$1,799⁹⁹

Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Point and Shoot Sony ZV-1 Camera - All Colors	DCZV1	\$899 ⁹⁹	\$100	\$799⁹⁹
ZV-1F Vlog Camera - All Colors	ZV1F	\$599 ⁹⁹	\$100	\$499⁹⁹

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.

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.

Lenses

Instant Savings June 15-21, 2026



Full-frame E-Mount Lenses



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
FE 300mm F2.8 GM OSS	SEL300F28GM	\$6,799 ⁹⁹	\$200	\$6,599⁹⁹
FE 12-24mm F2.8 GM	SEL1224GM	\$3,249 ⁹⁹	\$100	\$3,149⁹⁹
FE 70-200mm F2.8 GM OSS II	SEL70200GM2	\$3,099 ⁹⁹	\$200	\$2,899⁹⁹
FE PZ 28-135mm F4 G OSS	SELP28135G	\$2,999 ⁹⁹	\$100	\$2,899⁹⁹
FE 100-400mm F4.5-5.6 GM OSS	SEL100400GM	\$2,799 ⁹⁹	\$100	\$2,699⁹⁹
FE 16-35mm F2.8 GM II	SEL1635GM2	\$2,599 ⁹⁹	\$200	\$2,399⁹⁹
FE 24-70mm F2.8 GM II	SEL2470GM2	\$2,449 ⁹⁹	\$200	\$2,249⁹⁹
FE 50mm F1.2 GM	SEL50F12GM	\$2,299 ⁹⁹	\$100	\$2,199⁹⁹
FE 16-35mm F2.8 GM	SEL1635GM	\$2,199 ⁹⁹	\$100	\$2,099⁹⁹
FE 70-200mm F2.8 GM OSS	SEL70200GM	\$2,149 ⁹⁹	\$100	\$2,049⁹⁹
FE 200-600mm F5.6-6.3 G OS	SEL200600G	\$2,099 ⁹⁹	\$100	\$1,999⁹⁹
FE 85mm F1.4 GM II	SEL85F14GM2	\$1,949 ⁹⁹	\$100	\$1,849⁹⁹
FE 24-70mm F2.8 GM	SEL2470GM	\$1,799 ⁹⁹	\$200	\$1,599⁹⁹
FE 14mm F1.8 GM	SEL14F18GM	\$1,699 ⁹⁹	\$100	\$1,599⁹⁹
FE 70-200mm F4 Macro G OSS II	SEL70200G2	\$1,699 ⁹⁹	\$100	\$1,599⁹⁹
FE 24mm F1.4 GM	SEL24F14GM	\$1,599 ⁹⁹	\$100	\$1,499⁹⁹
FE 35mm F1.4 GM	SEL35F14GM	\$1,499 ⁹⁹	\$100	\$1,399⁹⁹
FE 70-300mm F4.5-5.6 G OSS	SEL70300G	\$1,499 ⁹⁹	\$100	\$1,399⁹⁹
FE 85mm F1.4 GM	SEL85F14GM	\$1,499 ⁹⁹	\$100	\$1,399⁹⁹
FE 50mm F1.4 GM	SEL50F14GM	\$1,399 ⁹⁹	\$100	\$1,299⁹⁹
FE 24-240mm F3.5-6.3 OSS	SEL24240	\$1,349 ⁹⁹	\$100	\$1,249⁹⁹
FE 16-25mm F2.8 G	SEL1625G	\$1,299 ⁹⁹	\$100	\$1,199⁹⁹
FE 24-50mm F2.8 G	SEL2450G	\$1,299 ⁹⁹	\$100	\$1,199⁹⁹
FE PZ 16-35mm F4 G	SELP1635G	\$1,299 ⁹⁹	\$100	\$1,199⁹⁹
FE 20-70mm F4 G	SEL2070G	\$1,199 ⁹⁹	\$100	\$1,099⁹⁹
FE 90mm F2.8 Macro G OSS	SEL90M28G	\$1,049 ⁹⁹	\$100	\$949⁹⁹
FE 20mm F1.8 G	SEL20F18G	\$999 ⁹⁹	\$100	\$899⁹⁹
FE 24mm F2.8 G	SEL24F28G	\$799 ⁹⁹	\$50	\$749⁹⁹
FE 35mm F1.8	SEL35F18F	\$799 ⁹⁹	\$100	\$699⁹⁹
FE 40mm F2.5 G	SEL40F25G	\$799 ⁹⁹	\$50	\$749⁹⁹
FE 50mm F2.5 G	SEL50F25G	\$699 ⁹⁹	\$50	\$649⁹⁹
FE 85mm F1.8	SEL85F18/2	\$699 ⁹⁹	\$50	\$649⁹⁹
FE 50mm F1.8	SEL50F18F/2	\$249 ⁹⁹	\$50	\$199⁹⁹

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.

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.

Lenses

Instant Savings June 15-21, 2026



APS-C E-Mount Lenses



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
E 16-55mm F2.8 G	SEL1655G	\$1,699 ⁹⁹	\$100	\$1,599⁹⁹
E 70-350mm F4.5-6.3 G OSS	SEL70350G	\$1,199 ⁹⁹	\$100	\$1,099⁹⁹
E 15mm F1.4 G	SEL15F14G	\$949 ⁹⁹	\$100	\$849⁹⁹
E PZ 10-20mm F4 G	SELP1020G	\$949 ⁹⁹	\$100	\$849⁹⁹
E PZ 18-105mm F4 G OSS	SELP18105G	\$849 ⁹⁹	\$100	\$749⁹⁹
E 11mm F1.8	SEL11F18	\$699 ⁹⁹	\$50	\$649⁹⁹
E 35mm F1.8 OSS	SEL35F18	\$599 ⁹⁹	\$50	\$549⁹⁹
E 50mm F1.8 OSS - All Colors	SEL50F18	\$449 ⁹⁹	\$50	\$399⁹⁹
E 30mm F3.5 Macro	SEL30M35	\$399 ⁹⁹	\$50	\$349⁹⁹

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.

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.

Accessories

Instant Savings June 15-21, 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 Radio Flash (Guide Number 46)	HVLF46RMA	\$529 ⁹⁹	\$50	\$479⁹⁹
Wireless Radio Flash (Guide Number 60)	HVLF60RM2	\$679 ⁹⁹	\$50	\$629⁹⁹
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
Vertical Grip for α9 III	VGC5	\$459 ⁹⁹	\$50	\$409⁹⁹
XLR Adaptor Kit for Multi interface shoe w/Digital audio interface	XLRK3M	\$659 ⁹⁹	\$50	\$609⁹⁹

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.

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.

Recording Media

Instant Savings June 15-21, 2026



Media



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
CFexpress Type A TOUGH 240GB	CEAG240T	\$269 ⁹⁹	\$20	\$249⁹⁹
CFexpress Type A TOUGH 480GB	CEAG480T	\$479 ⁹⁹	\$50	\$429⁹⁹
CFexpress Type A TOUGH 960GB	CEAG960T	\$779 ⁹⁹	\$80	\$699⁹⁹
CFexpress Type A TOUGH 1920GB	CEAG1920T	\$1,249 ⁹⁹	\$140	\$1,109⁹⁹
CFexpress Type B TOUGH 960GB	CEBG960T	\$999 ⁹⁹	\$280	\$719⁹⁹
CFexpress Type B TOUGH 1920GB	CEBG1920T	\$1,999 ⁹⁹	\$650	\$1,349⁹⁹
TOUGH G series UHS-II SD Memory Card 64GB	SFG64T/T1	\$179 ⁹⁹	\$45	\$134⁹⁹
TOUGH G series UHS-II SD Memory Card 128GB	SFG128T/T1	\$344 ⁹⁹	\$90	\$259⁹⁹
TOUGH G series UHS-II SD Memory Card 256GB	SFG256T/T1	\$539 ⁹⁹	\$120	\$419⁹⁹
TOUGH M series UHS-II SD Memory Card 128GB	SFM128T/T1	\$134 ⁹⁹	\$10	\$124⁹⁹
TOUGH M series UHS-II SD Memory Card 256GB	SFM256T/T1	\$249 ⁹⁹	\$60	\$189⁹⁹
TOUGH M series UHS-II SD Memory Card 512GB	SFM512T/T1	\$449 ⁹⁹	\$100	\$349⁹⁹
UHS-II SDXC E series Memory Card 128GB	SFE128A	\$94 ⁹⁹	\$16	\$78⁹⁹
UHS-II SD E series Memory Card 256GB	SFE256/T2	\$189 ⁹⁹	\$40	\$149⁹⁹

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.

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.

Bundles

Instant Savings June 15-21, 2026



Lens Bundles

Bundle	With	Additional Savings
SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM, SEL70200GM2 OR SEL100400MC	SEL14TC OR SEL20TC*	\$200
α7 IV	SEL24105G/2*	\$400
α1 II, α9 III, α7 V, α7 VM, α7R V OR α7R VI	SEL1635GM2, SEL2470GM2, SEL70200GM2, SEL2870GM, SEL50150GM OR SEL100400MC*	\$300
α7M4, α7M4M, α7M5, α7M5M, α7CM2 (All Colors), OR α7CM2L (All Colors)	SEL 24F14GM, SEL35F14GM, SEL50F14GM, SEL50F12GM, SEL85F14GM2, SEL300F28GM, SEL200600G OR SEL400800G*	\$200

Acc & Media Bundles

All CFE-A compatible cameras	CFexpress Type A Card (240GB OR 480GB)*	\$50
All compatible ILC models	SFG256T/T1 Tough (256GB)*	\$50
All compatible ILC models	SFG128T/T1 Tough (128GB)	\$25
All compatible ILC/FX cameras	Digital Microphones (ECMB10, ECMB1M OR ECMM1)*	\$50
All compatible ILC/DSC cameras	Content Creator Microphone (ECMG1)*	\$50
All compatible ILC cameras	Vertical Grip (VGC3EM, VGC4EM OR VGC5)*	\$50
All compatible ILC models	Remote Flash (HVL46RMA OR HVL60RM2)*	\$50
All compatible ILC models	Wireless Radio Flash (HVL28RMA)*	\$20
All compatible compact ILC/DSC/ZV models	Remote Grip (GPVPT3B OR GPVPT3W)	\$50



MEDIA COMPATIBILITY INFORMATION

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.

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.