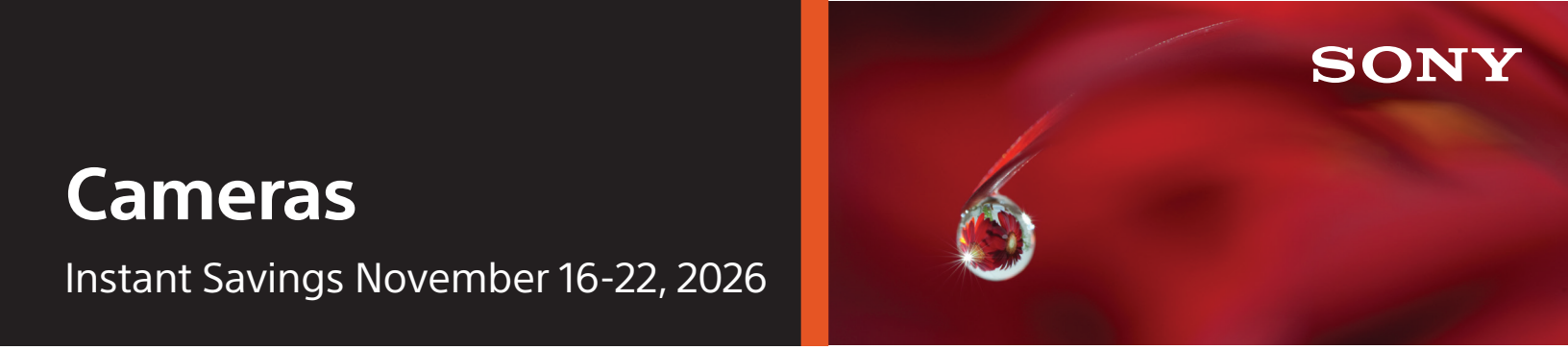
Cameras

Instant Savings November 16-22, 2026





	Product	Model #	Selling Price	IR Savings	Selling Price After Savings
	α1 II Body Only - Black	ILCE1M2/B	$6,999.99	$200	**$6,799.99**
	α1 Body Only - Black	ILCE1/B	$6,199.99	$500	**$5,699.99**
	α9 III Body Only - Black	ILCE9M3/B	$6,799.99	$400	**$6,399.99**
	α7R V Body Only - Black	ILCE7RM5/B	$3,799.99	$500	**$3,299.99**
	α7S III Body Only - Black	ILCE7SM3/B	$3,999.99	$300	**$3,699.99**
	α7CR Body Only - All Colors	ILCE7CR	$3,399.99	$400	**$2,999.99**
	α7 V + 28-70mm Zoom Lens - Black	ILCE7M5M/B	$3,099.99	$200	**$2,899.99**
	α7 V Body Only - Black	ILCE7M5/B	$2,899.99	$200	**$2,699.99**
	α7 IV + 28-70mm **OR** 28-70mm II Zoom Lens - Black	ILCE7M4K/B **OR** ILCE7M4M/B	$2,699.99	$500	**$2,199.99**
	α7 IV Body Only - Black	ILCE7M4/B	$2,499.99	$500	**$1,999.99**
	α7C II + 28–60mm Zoom Lens - All Colors	ILCE7CM2L	$2,799.99	$400	**$2,399.99**
	α7C II Body Only - All Colors	ILCE7CM2	$2,499.99	$400	**$2,099.99**
	α7 III + 28-70mm **OR** 28-70mm II Zoom Lens - Black	ILCE7M3K/B **OR** ILCE7M3M/B	$2,199.99	$600	**$1,599.99**
	α7 III Body Only - Black	ILCE7M3/B	$1,999.99	$600	**$1,399.99**
	ZV-E1 + 28–60mm Zoom Lens - All Colors	ILCZVE1L	$2,799.99	$300	**$2,499.99**
	ZV-E1 Body Only - All Colors	ILCZVE1	$2,499.99	$300	**$2,199.99**
	α6400 + 18–135mm Zoom Lens - Black	ILCE6400M/B	$1,499.99	$200	**$1,299.99**
	α6400 + 16–50mm Zoom Lens - Black	ILCE6400K/B	$1,199.99	$200	**$999.99**
	α6400 Body Only - Black	ILCE6400/B	$1,099.99	$200	**$899.99**
SPECIAL PROMOTION STARTS 11/19/2026	**α6100** + 16–50mm & 55-210 Lenses - Black	ILCE6100X/B	$1,199.99	$150	**$1,049.99**
	α6100 + 16–50mm Zoom Lens - Black	ILCE6100K/B	$949.99	$150	**$799.99**
	α6100 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	$799.99	$100	**$699.99**

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.

Cameras

Instant Savings November 16-22, 2026



Cinema Line



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
FX2 + XLR Handle Unit	ILMEFX2	$3,099.99	$200	**$2,899.99**
FX2 Body Only	ILMEFX2B	$2,699.99	$200	**$2,499.99**
FX3 Body Only	ILMEFX3A	$4,299.99	$400	**$3,899.99**

Point and Shoot



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Sony ZV-1 II Camera - All Colors	ZV1M2	$999.99	$100	**$899.99**
ZV-1F Vlog Camera - All Colors	ZV1F	$599.99	$50	**$549.99**

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 November 16-22, 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	**$6,599.99**
FE 12-24mm F2.8 GM	SEL1224GM	$3,249.99	$100	**$3,149.99**
FE 70–200mm F2.8 GM OSS II	SEL70200GM2	$3,099.99	$100	**$2,999.99**
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 16-35mm F2.8 GM II	SEL1635GM2	$2,599.99	$100	**$2,499.99**
FE 24–70mm F2.8 GM II	SEL2470GM2	$2,449.99	$100	**$2,349.99**
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	$150	**$1,999.99**
FE 200-600mm F5.6-6.3 G OSS	SEL200600G	$2,099.99	$100	**$1,999.99**
FE 85mm F1.4 GM II	SEL85F14GM2	$1,949.99	$200	**$1,749.99**
FE 24–70mm F2.8 GM	SEL2470GM	$1,799.99	$300	**$1,499.99**
FE 14mm F1.8 GM	SEL14F18GM	$1,699.99	$100	**$1,599.99**
FE 70-200mm F4 Macro G OSS II	SEL70200G2	$1,699.99	$100	**$1,599.99**
FE 24mm F1.4 GM	SEL24F14GM	$1,599.99	$100	**$1,499.99**
FE 35mm F1.4 GM	SEL35F14GM	$1,499.99	$200	**$1,299.99**
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 50mm F1.4 GM	SEL50F14GM	$1,399.99	$200	**$1,199.99**
FE 24-240mm F3.5-6.3 OSS	SEL24240	$1,349.99	$100	**$1,249.99**
FE 16-25mm F2.8 G	SEL1625G	$1,299.99	$100	**$1,199.99**
FE 24-50mm F2.8 G	SEL2450G	$1,299.99	$100	**$1,199.99**
FE PZ 16-35mm F4 G	SELP1635G	$1,299.99	$100	**$1,199.99**
FE 20-70mm F4 G	SEL2070G	$1,199.99	$100	**$1,099.99**
FE 90mm F2.8 Macro G OSS	SEL90M28G	$1,049.99	$100	**$949.99**
FE 20mm F1.8 G	SEL20F18G	$999.99	$100	**$899.99**
FE 24mm F2.8 G	SEL24F28G	$799.99	$50	**$749.99**
FE 35mm F1.8	SEL35F18F	$799.99	$100	**$699.99**
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**

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 November 16-22, 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	$200	**$1,499.99**
E 70–350mm F4.5–6.3 G OSS	SEL70350G	$999.99	$100	**$899.99**
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 35mm F1.8 OSS	SEL35F18	$599.99	$100	**$499.99**
E 11mm F1.8	SEL11F18	$549.99	$50	**$499.99**
E 50mm F1.8 OSS - All Colors	SEL50F18	$449.99	$50	**$399.99**
E 30mm F3.5 Macro	SEL30M35	$399.99	$50	**$349.99**

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 November 16-22, 2026



DI Accessories



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Digital Shotgun Microphone	ECMB10	$279.99	$50	$229.99
Shotgun microphone for Multi interface shoe w/Digital audio interface	ECMB1M	$389.99	$50	$339.99
Digital Shotgun Microphone	ECMM1	$389.99	$50	$339.99
Wireless Radio Flash (Guide Number 46)	HVLF46RMA	$529.99	$50	$479.99
Wireless Radio Flash (Guide Number 60)	HVLF60RM2	$679.99	$50	$629.99
Vertical Grip for α9, α7R III, α7 III	VGC3EM	$419.99	$50	$369.99
Vertical Grip for α9 II, α7R IV, α7R V, α1, α7 IV, α7S III	VGC4EM	$459.99	$50	$409.99
Vertical Grip for α9 III	VGC5	$459.99	$50	$409.99

Media



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
CFexpress Type A TOUGH 960GB	CEAG960T	$939.99	$60	$879.99
CFexpress Type A TOUGH 1920GB	CEAG1920T	$1,599.99	$140	$1,459.99
CFexpress Type B TOUGH 960GB	CEBG960T	$999.99	$300	$699.99
CFexpress Type B TOUGH 1920GB	CEBG1920T	$1,999.99	$800	$1,199.99
TOUGH G series UHS-II SD Memory Card 64GB	SFG64T/T1	$179.99	$45	$134.99
TOUGH G series UHS-II SD Memory Card 128GB	SFG128T/T1	$344.99	$100	$244.99
TOUGH G series UHS-II SD Memory Card 256GB	SFG256T/T1	$539.99	$120	$419.99
TOUGH M series UHS-II SD Memory Card 128GB	SFM128T/T1	$209.99	$20	$189.99
TOUGH M series UHS-II SD Memory Card 256GB	SFM256T/T1	$249.99	$35	$214.99
UHS-II SDXC E series Memory Card 128GB	SFE128A	$134.99	$10	$124.99

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 November 16-22, 2026



	Bundle	With	Additional Savings
Lens Bundles	α7M4, α7M4M, a7M5 OR a7M5M	SEL24105G/2*	$400
	α1 II, α9 III, α7 V, α7 VM, α7R V, α7R VI, FX5 OR FX5B	SEL1635GM2, SEL2470GM2, SEL70200GM2, SEL2870GM, SEL50150GM OR SEL100400MC*	$300
Acc & Media Bundles	All CFE-A compatible cameras	CFexpress Type A Card (240GB OR 480GB)*	$50
	All compatible DSC/ILC/FX cameras	Microphones (ECMB10, ECMB1M, ECMG1 OR ECMM1)*	$50
	All compatible ILC models	Remote Flash (HVLF46RMA OR HVLF60RM2)*	$50
	RX1RM3	Thumb Grip (TG-2)	$100
	All compatible ILC cameras	Vertical Grip (VGC4EM OR VGC5)*	$50
	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.