

FOR Immediate RELEASE
April 26, 2013

Announcing the Tamron Consumer Mail-In-Rebate Program!

*******RENEWED TILL JUNE 30th! NEW PRICING ON SELECT MODELS*******



Customers can save on the following lenses:

70-300mm Di VC USD (model A005)	\$100.00
17-50mm F/2.8 Di-II VC (model B005)	\$50.00
17-50mm F/2.8 Di-II (model A16)	\$25.00
28-75mm F/2.8 Di (model A09)	\$25.00
10-24mm Di-II (model B001)	\$50.00
60mm F/2.0 Di-II 1:1 Macro (model G005)	\$100.00
90mm F/2.8 Di 1:1 Macro (model 272)	\$50.00
180mm F/3.5 Di 1:1 Macro (model B01)	\$50.00

Beginning **May 1, 2013** and running until **June 30, 2013**, customers who purchase one of the select Tamron lenses from a Canadian Authorized Dealer will be eligible for the rebate. Simply download and fill the complete rebate form found on www.tamron.ca and send along with a copy of the dated store sales receipt and the serial number cut from the top of the box (DO NOT send in serial numbered sheet included in the box, it is for your records).

RULES. Your Tamron lens purchase must be made between May 1, 2013 - June 30, 2013 (05/01/13 - 06/30/13) to qualify for the rebate in this promotion. Be sure that you intend to keep this product before sending in for your rebate. Redemption claims must be post-marked by July 15, 2013 (07/15/13) to qualify. Tamron Canada requires that all requested items be enclosed in order to process your rebate. If any item(s) is or are missing, your rebate claim will be delayed and/or denied.

CUSTOMER REDEMPTION PROCEDURE. Cut out the serial number from the top of the lens box (photocopies will not be accepted) and return this completed rebate form and a copy of your dated store sales receipt showing Tamron lens purchase for qualifying rebate to: TAMRON CANADA REBATE, 22 Telson Rd, Markham, ON, L3R 1E5. Must be postmarked no later than July 15, 2013 (05/15/13). Tamron Canada will issue a rebate cheque within 6-8 weeks. Tamron Canada is not responsible for rebate redemption requests not received as a result of delay, loss or damage by Canada Post or any other courier service. Purchaser is responsible for any/all tax liabilities. Offer void where prohibited by law. These rebate guidelines are provided to deter possible fraudulent activity. Rebates must be filled by Tamron Canada, not by any dealer. Tamron Canada reserves the right to end, suspend or change this rebate promotion at its discretion.

About TAMRON Co., Ltd.

"New Eyes for Industry" is Tamron's slogan. It suits a comprehensive manufacturer of a wide range of original optical products, from interchangeable lenses for SLR cameras to various optical devices for both the general consumer and OEM. Tamron makes optical products that contribute to a range of different industries. As a leading manufacturer of optical devices, Tamron will continue to devote its rich creativity and leading-edge technical prowess to various industrial fields.

About Amplis Foto Inc.

Amplis Foto Inc., established in 1983, is a marketing and distribution company dedicated to serving the advanced amateur and professional photography markets as well as the motion picture/television industry. Located in Markham, Ontario, Amplis Foto has sales representation across Canada to support over 700 stocking dealers with exclusive distribution rights for over 20 product lines including Tamron, Vanguard, Aurora Lite Bank, Hanhemuhle, and Ilford.