



Here's how to get your free iPod.
Mail-in rebate coupon.

Customer Survey

We invite you to participate in the following survey of our customers. Your opinion is very important to us. All information what you provide will be strictly confidential and will be used only for market research purposes. Survey results are viewed in the aggregate; individual responses are not identified.

Which of the following describes your educational institution?

- Four-year public college or university
- Four-year private college or university
- Two-year public or private college
- K12 (kindergarten, a primary or secondary) school
- Other (please describe)

What best describes your current status?

- 1st year student
- 2nd, 3rd or 4th year student
- Graduate student
- Continuing education student
- Higher education teacher, faculty or staff
- K12 (kindergarten, primary or secondary) teacher, faculty or staff

Did you already own an iPod prior to this purchase?

- Yes
- No

Without this offer, what would you have purchased (select one)?

- Apple Macintosh Computer
- Non-Apple computer
- iPod only
- Other MP3 player only
- Nothing

Prior to this purchase, what was your primary computer?

- Mac
- Windows PC
- Linux PC
- This is my first computer

Terms and Conditions

You must purchase qualifying products together using Apple's Education Individual discount from June 4, 2008, through September 16, 2008. You must be a qualified Apple Education Individual end-user purchaser, and not a reseller or institution, to obtain this promotional offer. Products must be purchased from the Apple Online Store for Education Individuals or Apple Telesales. Qualifying orders from the Apple Online Store or Apple Telesales that are placed during the promotion and ship after the offer ends are eligible.

EDUCATION INDIVIDUAL PURCHASE QUALIFICATIONS: Faculty and staff of higher education institutions and students attending or accepted into a higher education institution are eligible. Any employee of a public or private K-12 institution are eligible. School board members who are currently serving as elected or appointed members are eligible. PTA or PTO executives currently serving as elected or appointed officers are eligible.

PRODUCT ELIGIBILITY: All Macintosh computers and the configure-to-order versions of these products are eligible, except for Mac mini and 17" iMac. The iPod products listed below are eligible for participation in this offer.

TO BE ELIGIBLE FOR THIS OFFER, BE CERTAIN THAT THE PRODUCT YOU PURCHASE HAS ONE OF THE APPLE PART NUMBERS LISTED BELOW. IF YOU ARE UNCERTAIN, PLEASE ASK YOUR SALESPERSON TO CONFIRM TO YOU THAT YOU ARE PURCHASING A PRODUCT THAT IS ELIGIBLE UNDER THIS OFFER. The rebate amount is determined by the following table but will not exceed the amount paid for the qualifying iPod.

Please be advised that Apple announced new iPods on September 10, 2008. These new iPods are not eligible for the Back to School promotion. Rebate claims submitted in conjunction with these products will not be honored.

Along with the new iPod launch, Apple reduced the price on the prior generation iPods -- the ones that are eligible for the promotion. This impacts the promotion rebate amount. For all iPods purchased and invoiced, as part of the promotion, on or before the September 10, 2008 announcement, qualified purchasers are eligible for a rebate of HK\$2,400 or HK\$1,550 the list price of a 8GB iPod Touch or a 8GB iPod Nano. For all qualifying iPods purchased and invoiced under reduced pricing, customers are eligible for a reduced rebate amount. The new amounts are HK\$1,650 and HK\$1,150, the new list price of a 8GB iPod Touch or a 8GB iPod Nano. Customer rebate claims will be calculated based on verification of invoice date and verification of price paid for a qualifying iPod. Larger capacity iPod Touch units will be eligible for a HK\$1,650 rebate.

Qualifying iPod Model	Product Description	Rebate Amount if invoiced before September 10, 2008	Rebate Amount if invoiced on or after September 10, 2008	Part Number	Personalized Part Number
iPod nano	8GB Silver	\$1,550	HK\$1,150	MA980ZP/A	PA980ZP/A
	8GB Blue	\$1,550	HK\$1,150	MB249ZP/A	PB249ZP/A
	8GB Green	\$1,550	HK\$1,150	MB253ZP/A	PB253ZP/A
	8GB Red	\$1,550	HK\$1,150	MB257ZP/A	PB257ZP/A
	8GB Black	\$1,550	HK\$1,150	MB261ZP/A	PB261ZP/A
	8GB Pink	\$1,550	HK\$1,150	MB453ZP/A	PB453ZP/A
iPod touch	8GB	\$2,400	HK\$1,650	MA623ZP/B	PA623ZP/B
	16GB	\$2,400	HK\$1,650	MA627ZP/B	PA627ZP/B
	32GB	\$2,400	HK\$1,650	MB376ZP/A	PB376ZP/A

iPod shuffle, iPod nano 4GB, iPod classic, Mac mini, 17" iMac, Apple TV, iPhone, and refurbished products are not eligible.

PURCHASE RESTRICTIONS: Except as otherwise provided in these terms, the Apple computer and iPod must be purchased on the same invoice/sales receipt. This offer is valid only while supplies of qualifying products last.

CLAIM PROCEDURES: You may submit an original rebate coupon via mail. Rebate coupons may not be altered. Duplicate or incomplete coupons will not be honored. Mail an envelope enclosing your completed original coupon, UPC labels located on the color box (not the brown box), proof of eligibility and proof of purchase. The envelope must be postmarked by October 16, 2008. Late submissions are not valid.

MAIL TO:

Arvato Digital Services Ltd
 Apple Back to School promo 2008
 9 Dai Hei Street
 Tai Po Industrial Estate
 N.T. Hong Kong

PROOF OF ELIGIBILITY: for students attending or accepted into a higher education institution, please provide a copy of student card. For employees of a public or private K-12 institution, school board members who are currently serving as elected or appointed members are eligible, PTA or PTO executives currently serving as elected or appointed officers, please provide a confirmation in writing from the education establishment that you are working in education, including the establishment stamp.

PROOF OF PURCHASE: Submit proof of purchase consisting of itemized, dated sales receipt(s)/invoice(s) or Apple Store Order Shipment Notification email(s) showing ALL Apple products purchased, the selling entity's name and address, the serial numbers of the qualifying products, and the prices paid for the qualifying products. Items ordered through the online Apple Store for Education Individuals or Apple Telesales may ship in pieces, and therefore a single order may generate more than one invoice. Please submit all invoices from the same order with your claim. Order acknowledgments, packing slips, and purchase order copies will not be accepted. Provide the UPC labels from all qualifying product boxes (not brown boxes). The UPC labels must include part numbers with bar codes, serial numbers with bar codes, and product descriptions.

PROCEDURES RELATED TO SHIPPING AND RETURNS: Products ordered together but shipped separately qualify if you furnish sufficient supporting documentation, as provided in these Terms and Conditions. If you return a product required for promotion redemption in exchange for another qualifying product required for redemption, you must provide adequate documentation to support the exchange transaction. Submit all receipts related to the transaction. If you return a product required for promotion redemption and do not exchange it for another qualifying product required for redemption, your rebate will not be honored. Apple and its agents are not responsible for incomplete, illegible, late, lost, mutilated, misdirected, or postage-due requests. Providing false information disqualifies this rebate request. Apple reserves the right to deny and/or disregard any rebate request deemed to be false or fraudulent. Only two (2) rebates allowed per household. Allow eight (8) weeks from the date your claim is processed to receive your rebate. The rebate will be sent via direct bank transfer and it will only be sent to a bank within Hong Kong. The account must be a local bank account. The account must not be a time deposit account, a credit card account or a foreign currency account. This offer is void where prohibited or restricted by law. Apple education promotional bundle pricing, education institution pricing, and other education promotional offers supersede this offer and cannot be combined. Except as otherwise provided in the preceding sentence or in the other promotion's terms and conditions, this offer may be combined with other Apple promotions. If you are submitting your original receipt(s) and Apple computer UPC label(s) as part of a claim for another Apple promotion, you may provide copies of these materials with this claim, provided you reference the promotion and claim that contains the original materials. Apple is not responsible for printing errors. You should keep copies of these Terms and Conditions, your completed coupon, your proof of purchase, and the UPC labels for your records. Submissions will not be returned and become the property of Apple. Apple reserves the right to change the Terms and Conditions, modify the offer, or end the offer at any time without notice. For more information or to learn the status of your rebate request, please go to <http://www.apple.com/hk/go/campusoffer> or call 800 900 362.

TM and © 2008 Apple Inc. All rights reserved.