

2 0 0 5 P R O G R A M G U I D E

YOU CAN AFFORD TO DREAM BIGGER WITH

HERO

HASSELBLAD EDUCATION REWARDS OFFER FOR STUDENTS, EDUCATORS AND SCHOOLS

OVERVIEW:

The *HERO* program for 2005 is designed to make it as easy as possible for you to acquire the finest camera, digital products and lighting equipment in the world. This purchase incentive plan is heavily subsidized by Hasselblad USA and is available only to pre-approved students, accredited schools and photo educators. Simply put, there has never been a better time to purchase the best medium format camera, digital back, scanner or professional lighting equipment on the market today. If you are serious about photography, you need a Hasselblad. Need convincing? Just look at the equipment most working photographers rely on for their business – and their reputations.

GUIDELINES:

- ✓ **Duration:** this program is only available on the qualifying products listed in this Program Guide, ordered from an authorized Hasselblad USA Camera or Digital Dealer under the *HERO* program and shipped from February 1 – December 31, 2005.
- ✓ **Eligibility:** this offer is available only to **Students** enrolled full-time in an accredited photography program; **Schools** (including Universities, Colleges, Technical Trade Schools and High Schools) who specialize in or have specific courses, or a curriculum devoted to photographic training; and **Educators** who teach photography in one of the eligible schools. By signing this application, the purchaser certifies they qualify for the *HERO* program and will use the product(s) for the purposes of photo education.
 - Proof of eligibility is required at the time of purchase in the form of:
 - **Students:** student photo ID and a copy of your most recent grade report, transcript or proof of enrollment in a photography course.
 - **Educator:** educator photo ID card or other proof of employment
 - **Schools:** school purchase order
- ✓ **General Conditions:**
 - Due to the exceptionally low prices and nature of the *HERO* program, strict qualifying guidelines have been established. Before ordering, please ensure you meet these guidelines as Hasselblad USA reserves the right to reject the order if all conditions are not met.
 - The purchaser certifies the equipment will not be resold for a period of 24 months.
 - Concurrent general market Hasselblad & Visatec rebate offers cannot be combined with the *HERO* program
 - Students and Educators are allowed only one complete Hasselblad and Visatec purchase per year.
 - The camera and/or lighting kit must be ordered through a Hasselblad USA Authorized Dealer. Unauthorized imports, so called 'gray market' goods, do not qualify under the *HERO* program.
 - Orders for Hasselblad or Imacon digital products must be made through select Hasselblad Digital Authorized Dealers. For the name of a dealer in your area, contact the Hasselblad USA office in Redmond, Washington at (425) 861-6434.
 - *HERO* orders may be leased under the optional Hasselblad Student Financing program. More information on the leasing program can be found in this guide, on our website, or by visiting an authorized Hasselblad USA Dealer. Please note, Hasselblad or Imacon digital products do not qualify under the Marlin leasing program. Other leasing programs may be available from the dealer.
 - This offer is available to U.S. residents and institutions only. The *HERO* program and *HERO* pricing are subject to change or cancellation without notice.

HOW TO ORDER:

The *HERO* program is easy to use. To purchase your new Hasselblad or Visatec product, just follow these points:

1. If you meet the *HERO* program guidelines, visit your local Hasselblad USA Authorized Dealer and select the products you wish to purchase (for a complete listing of Hasselblad USA dealers, visit our website at www.hasselbladusa.com).
2. Complete this application form, provide proof of eligibility and submit payment to the dealer. The dealer will copy the eligibility documents and submit them with your application to Hasselblad USA. *HERO* orders may also be leased under the Hasselblad Student Financing Program (with the exception of Hasselblad or Imacon digital products).
3. Hasselblad USA will process the order, pre-register the equipment to you and ship directly to the dealer. Depending on stock availability, you can pick-up the product(s) from the dealer within 5-7 business days of submitting a complete order.

H A S S E L B L A D

H A S S E L B L A D

HERO PURCHASE APPLICATION - 2005

CUSTOMER CONTACT INFORMATION *(print neatly)*

STEP #1

You Are (check one): Student Educator School Representative

Applicant Name: _____

Address: _____

City: _____

State: _____

Zip: _____

Phone: _____

Email: _____

SCHOOL INFORMATION

STEP #2

School Name: _____

Address: _____

City: _____

State: _____

Zip: _____

Phone: _____

Fax: _____

STUDENT INFORMATION

STEP #3

1. List Names of the photography course(s) you are taking:

a. _____

b. _____

c. _____

d. _____

2. Attach copies of your most recent grade report, transcript or proof of enrollment in a photography course and your student ID to this application.

3. Your teacher must verify that you are taking the above photography course(s) by signing below:
I hereby certify that the above student is registered in the course(s) outlined.

Educator's Name: _____

Signature: _____

Educators: if this is a personal purchase, attach a copy of your valid faculty ID to this application.

Schools: if this purchase is for the school, attach a copy of a valid school Purchase Order to this application.

AUTHORIZED HASSELBLAD USA DEALER INFORMATION

STEP #4

Dealer Name: EP LEVINE INC

Contact Person: _____

Address: 23 Drydock Ave

City: Boston

State: MA

Zip: 02210

Phone: 617-951-1499

Fax: _____

PRODUCT TO BE ORDERED

STEP #5

| QUANTITY | PRODUCT # | DESCRIPTION | HERO PRICE | EXTENSION |
|----------|-----------|-------------|------------|-----------|
| | | | \$ | \$ |
| | | | \$ | \$ |
| | | | \$ | \$ |
| | | | \$ | \$ |
| | | | \$ | \$ |

APPROVAL

STEP #6

I hereby certify that I am a qualified student; photo educator or school representative and that I have read and met all of the guidelines established under the HERO program. The equipment shall be used only for the purpose of photo education and shall not be resold for a period of 24-months. All HERO orders are registered to the purchaser and may not be returned or exchanged. ***This HERO order is not valid without a signature!***

Applicant Signature: _____ Date: _____

East Coast Office • 10 Madison Road • Fairfield • NJ • 07004

Ph: (973) 227-7320 • Fax: (973) 227-3249

West Coast Office • 15207 NW 95th Street • Redmond • WA • 98052

Ph: (425) 861-6434 • Fax: (425) 861-8838

Web: www.hasselbladusa.com

H A S S E L B L A D



QUALIFYING HASSELBLAD PRODUCTS

| PRODUCT NUMBER | PRODUCT DESCRIPTION | HERO PRICE |
|--|--|------------|
| H-SYSTEM • CAMERAS | | |
| 30 13300 | H1 Kit (<i>body, HC 80mm, viewfinder & magazine</i>) | \$ 5,025 |
| 30 13050 | H1 Camera Body (<i>requires the H1 Viewfinder HV 90x</i>) | 1,954 |
| H-SYSTEM • LENSES | | |
| 30 23035 | HC 35mm f/3.5 (<i>includes lens shade</i>) | \$ 2,435 |
| 30 23050 | HC 50mm f/3.5 (<i>includes lens shade</i>) | 2,427 |
| 30 23080 | HC 80mm f/2.8 (<i>includes lens shade</i>) | 1,455 |
| 30 23100 | HC 100mm f/2.2 (<i>includes the lens shade</i>) | 2,334 |
| 30 23120 | HC 120mm f/4.0 Makro (<i>includes the lens shade</i>) | 2,800 |
| 30 23150 | HC 150mm f/3.2 (<i>includes lens shade</i>) | 2,175 |
| 30 23210 | HC 210mm f/4.0 (<i>includes lens shade</i>) | 2,523 |
| 30 23300 | HC 300mm f/4.5 (<i>includes the lens shade</i>) | 3,134 |
| 30 23511 | HC 50-110mm Zoom f/3.5-4.5 (<i>includes lens shade</i>) | 2,910 |
| 30 23717 | Converter H 1.7X | 1,075 |
| 30 43500 | CF Lens Adapter | 836 |
| H-SYSTEM • FILM MAGAZINES | | |
| 30 33016 | Magazine HM 16-32 | \$ 800 |
| 30 33100 | Instant Film Magazine HMi 100 | 514 |
| 30 53320 | Magazine Film Holder HM 16-32 | 495 |
| H-SYSTEM • VIEWFINDER | | |
| 30 53326 | Viewfinder HV 90x | \$ 1,236 |
| H-SYSTEM • CLOSE-UP ACCESSORIES | | |
| 30 53513 | Extension Tube H 13mm | \$ 244 |
| 30 53526 | Extension Tube H 26mm | 247 |
| 30 53542 | Extension Tube H 52mm | 309 |
| H-SYSTEM • FILTERS | | |
| 30 53470 | UV-Sky Filter, 67mm | \$ 78 |
| 30 53474 | UV-Sky Filter, 77mm | 90 |
| 30 53478 | UV-Sky Filter, 95mm | 116 |
| X-SYSTEM • CAMERAS | | |
| 30 14020 | XPan II Camera Body | \$ 1,500 |
| 30 14470 | XPan II Kit (<i>body, 45mm lens + accessories</i>) | 1,855 |
| X-SYSTEM • LENSES | | |
| 30 24013 | XPan 30mm f/5.6 Aspherical Lens | \$ 2,103 |
| 30 24015 | XPan 45mm Lens | 416 |
| 30 24019 | XPan 90mm f/4.0 Lens | 511 |
| X-SYSTEM • ACCESSORIES | | |
| 30 54536 | Eveready Case | \$ 60 |
| 30 54468 | Deluxe Leather Case (<i>Case 580</i>) | 87 |
| 30 54510 | Release Cord XPan II | 83 |
| 30 54453 | Center Filter XPan 45 | 195 |
| 30 54451 | Center Filter XPan 30 (<i>replacement, standard with the XPan 30mm Lens</i>) | 234 |
| 30 54460 | UV-Sky Filter XPan 45/90 | 24 |

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QUALIFYING HASSELBLAD PRODUCTS

| PRODUCT NUMBER | PRODUCT DESCRIPTION | HERO PRICE |
|----------------------------------|--|------------|
| V-SYSTEM • CAMERAS | | |
| 30 10243 | 503CW Body only, chrome trm | \$ 1,790 |
| 30 10246 | 503CW Body only, black | 1,790 |
| 30 11076 | 503CW Kit, chrome trim (<i>body, 80mm CFE & A12</i>) | 3,083 |
| 30 10277 | 555ELD, chrome trim | 2,816 |
| 30 10279 | 555ELD, black trim | 2,816 |
| 30 10304 | 905SWC, chrome trim | 4,791 |
| V-SYSTEM • LENSES | | |
| 30 20178 | 30mm Distagon f/3.5 T* Fish Eye CFi | \$ 5,911 |
| 30 20039 | 40mm Distagon f/4.0 T* CFE IF | 4,049 |
| 30 20047 | 50mm Distagon f/4.0 FLE T* CFi | 2,773 |
| 30 20209 | 60mm Distagon f/3.5 T* CFi | 2,161 |
| 30 20034 | 80mm Planar f/2.8 T* CFE | 1,718 |
| 30 20127 | 100mm Planar f/3.5 T* CFi | 2,466 |
| 30 20056 | 120mm Makro Planar f/4.0 T* CFE | 2,596 |
| 30 20062 | 150mm Sonnar f/4.0 T* CFi | 2,530 |
| 30 20074 | 180mm Sonnar f/4.0 T* CFE | 2,774 |
| 30 20081 | 250mm Sonnar f/5.6 T*CFi | 2,824 |
| 30 20195 | 250mm Sonnar Superachromat f/5.6 T* CFE | 5,207 |
| 30 20186 | 350mm Tele-Superachromat f/5.6 T* CFE | 6,650 |
| 30 20608 | 1.4XE Teleconverter, Multicoated | 978 |
| 30 20605 | 2XE Teleconverter, Multicoated | 1,185 |
| V-SYSTEM • FILM MAGAZINES | | |
| 30 30212 | A12 Film Magazine – Chrome trim, (6x6) | \$ 663 |
| 30 30216 | A16 Film Magazine – Chrome trim, (6x4.5) | 752 |
| 30 30224 | A24 Film Magazine – Chrome trim, (6x6) | 752 |
| 30 30213 | A12 Film Magazine - Black, (6x6) | 663 |
| 30 30217 | A16 Film Magazine - Black, (6x4.5) | 752 |
| 30 30225 | A24 Film Magazine - Black, (6x6) | 752 |
| 30 30508 | PolaCombi 80/100 Film Magazine (6x6) | 370 |
| V-SYSTEM • WINDERS | | |
| 30 44105 | Winder CW, for the 503CW and 503CXi | \$ 895 |
| V-SYSTEM • VIEWFINDERS | | |
| 30 42297 | PME-45 Meter Prism Viewfinder (45° viewing) | \$ 1,371 |
| 30 42309 | PM-45 Prism Viewfinder (45° viewing) | 940 |
| 30 42288 | PM-90 Prism Viewfinder (90° viewing) | 602 |
| V-SYSTEM • FLASH | | |
| 30 55105 | D-Flash 40 TTL/OTF Electronic Flash | \$ 417 |
| V-SYSTEM • LENS SHADES | | |
| 30 40668 | Lens Shade 60 /38-60 (<i>for CFi, CFE & CB – not 50 CFi</i>) | \$ 87 |
| 30 40670 | Lens Shade 60 /80 (<i>for CB & CFE</i>) | 87 |
| 30 40673 | Lens Shade 60 /100-250 (<i>for CB, CFi & CFE</i>) | 97 |
| 30 40771 | Lens Shade 70 /50 (<i>for CFi</i>) | 90 |
| 30 40693 | Lens Shade 93 /40 (<i>for CF and CFE</i>) | 128 |
| 30 40703 | Lens Shade 93 /350-500 (<i>for CF and CFE</i>) | 134 |

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QUALIFYING HASSELBLAD PRODUCTS

| PRODUCT NUMBER | PRODUCT DESCRIPTION | HERO PRICE |
|--|--|------------|
| V-SYSTEM • PROSHADE & ACCESSORIES | | |
| 30 40739 | Proshade 6093T | \$ 334 |
| 30 40741 | Proshade Lens Mount Ring 6093/60 | 66 |
| 30 40744 | Proshade Lens Mount Ring 6093/70 | 93 |
| 30 40746 | Proshade Lens Mount Ring 6093/93 | 120 |
| V-SYSTEM • CLOSE-UP ACCESSORIES | | |
| 30 40649 | Extension Tube 8mm | \$ 323 |
| 30 40654 | Extension Tube 16E | 279 |
| 30 40655 | Extension Tube 32E | 300 |
| 30 40656 | Extension Tube 56E | 342 |
| V-SYSTEM • FILTERS | | |
| 30 51610 | UV-Sky Filter – Series 60 | \$ 114 |
| 30 51349 | UV-Sky Filter – Series 70 | 133 |
| 30 51411 | UV-Sky Filter – Series 93 | 165 |
| 30 51603 | Polarizer Filter – Series 60 | 247 |
| 30 51578 | Polarizer Filter – Series 70 | 386 |
| 30 41646 | Polarizer Filter – Series 93 | 519 |
| 30 82201 | HOYA B&W Filter Kit (<i>Series 60, contains: 25A, K2, X1, wallet & cloth</i>) | 159 |
| V-SYSTEM • COUPLERS | | |
| 30 43326 | Tripod Quick Coupling H (<i>fits all V, H & X System Cameras</i>) | \$ 110 |
| V-SYSTEM • CAMERA STRAPS & CASES | | |
| 30 59080 | Wide Camera Strap – 1.5" (<i>for V-System</i>) | \$ 45 |
| 30 59099 | Contoured Shoulder Strap (<i>for V-System</i>) | 80 |
| 30 54468 | Case 580 (<i>leather case for XPan or 501CM Kit</i>) | 99 |
| MISCELLANEOUS | | |
| 30 82418 | Lens Cleaning Kit (<i>LensPen® & micro fiber cleaning cloth, suitable for any X, H or V-System lens</i>) | \$ 9 |
| 93235 | The Hasselblad Manual, 6 th Edition – by Ernst Wildi | 34 |
| HASSELBLAD & IMACON FILM SCANNERS | | |
| | Hasselblad Flextight 343 Scanner | \$ 4,495 |
| | Hasselblad Flextight 646 Scanner | 8,495 |
| | Imacon Flextight 848 Scanner | 12,595 |
| | Imacon Flextight 949 Scanner | 16,595 |
| HASSELBLAD DIGITAL CAMERA | | |
| | H1D (<i>H1 Body, HC 80mm Lens, HV90x Viewfinder & 22-MP Camera Back</i>) | \$ 18,695 |
| HASSELBLAD & IMACON DIGITAL BACKS | | |
| | Hasselblad Ixpress V96C Digital Back (<i>dedicated to the Hasselblad V-System only</i>) | \$ 8,825 |
| | Imacon Ixpress 96C Digital Back | 10,925 |
| | 4* Res 16-MP Upgrade | 3,450 |
| | Imacon Ixpress 132C Digital Back | 19,950 |
| | 4* Res 22-MP Upgrade | 5,100 |
| | Imacon Ixpress 528C Digital Back | 24,895 |

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QUALIFYING HASSELBLAD PRODUCTS

| PRODUCT NUMBER | PRODUCT DESCRIPTION | HERO PRICE |
|--|--|------------|
| VISATEC SOLO MONOLIGHTS (AC powered studio/location monolights) | | |
| 511300 | Visatec Solo 400B (130 watt seconds) | \$ 273 |
| 511320 | Visatec Solo Kit 204 (2, Solo 400B, accessories & case) | 814 |
| 511260 | Visatec Solo Kit 304 (3, Solo 400B, accessories & case) | 1,140 |
| 511340 | Visatec Solo Kit 384 (2, Solo 400B; 1 Solo 800B; accessories & case) | 1,359 |
| 510100 | Visatec Solo 800B Monolight (300 watt seconds) | \$365 |
| 510200 | Visatec Solo Kit 208 (2, Solo 800B, accessories. & case) | 598 |
| 510300 | Visatec Solo Kit 308 (3, Solo 800B, accessories. & case) | 1,520 |
| 511020 | Visatec Solo 1600B Monolight (600 watt seconds) | 468 |
| 511120 | Visatec Solo Kit 216 (2, Solo 1600B, accessories. & case) | 1,169 |
| 511220 | Visatec Solo Kit 316 (3, Solo 1600B, accessories. & case) | 1,793 |
| 511040 | Visatec Solo 3200B Monolight (1200 watt seconds) | 1,039 |
| 511140 | Visatec Solo Kit 232 (2, Solo 3200B, accessories. & case) | 2,328 |
| 511240 | Visatec Solo Kit 332 (3, Solo 3200B, accessories. & case) | 3,532 |
| VISATEC SOLO • REFLECTORS & ACCESSORIES | | |
| 531000 | Standard Reflector (fits all Visatec Solo Monolights) | \$ 50 |
| 531110 | Softlight Reflector (fits all Visatec Solo Monolights) | 247 |
| 534570 | Umbrella Reflector (fits Visatec 800B models) | 101 |
| 531200 | Conical Snoot (fits all Visatec Solo Monolights) | 103 |
| 531300 | Projection Attachment (fits Visatec Solo 800/1600B models) | 923 |
| 531310 | Gobo Set (qty 6, for Projection Attachment) | 124 |
| 532000 | Honeycomb Grid Set (qty 3, for #531000 & #531020) | 127 |
| 532010 | Honeycomb Grid (for Softlight Reflector, #531110) | 164 |
| 532200 | Barn Doors (for #531000 & #531020) | 54 |
| 532210 | Barn Doors (for Softlight Reflector, #531110) | 150 |
| 533000 | Color Filter Set (qty 12, for 531000 & #531020) | 38 |
| 533030 | Diffuser Set (qty 12, 531000 & #531020) | 22 |
| VISATEC SOLO • SOFTBOXES | | |
| 534060 | Soloflex 60 Softbox (23.5x23.5") | \$ 110 |
| 534080 | Soloflex 80 Softbox (31.5x31.5") | 152 |
| 534090 | Soloflex 100 Softbox (39x39") | 235 |
| 534150 | Soloflex Softbox 15x125 (6x49") | 190 |
| 534160 | Soloflex Softbox 80x160 (32x64") | 298 |
| VISATEC SOLO • UMBRELLAS | | |
| 534500 | Umbrella, White – 35" | \$ 73 |
| 534510 | Umbrella, Translucent – 35" | 46 |
| 534520 | Umbrella, Silver – 35" | 73 |
| 534530 | Umbrella, Sun/Gold – 35" | 88 |
| VISATEC SOLO • OTHER ACCESSORIES | | |
| 562000 | IR Trigger (for Visatec monolights & Litepac) | \$ 106 |

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| PRODUCT NUMBER | PRODUCT DESCRIPTION | HERO PRICE |
|----------------|---------------------|------------|
|----------------|---------------------|------------|

VISATEC LITEPAC *(DC powered studio/location lighting system)*

| | | |
|--------|--|----------|
| 512100 | Visatec Litepac Travel Kit - 600 watt second battery pack, lamp head, accessories & case | \$ 1,999 |
|--------|--|----------|

VISATEC LITEPAC • ACCESSORIES

| | | |
|--------|--|----------|
| 512000 | Litepac Power Pack | \$ 1,238 |
| 522000 | Litepac LP1 Lamp Head <i>(second head)</i> | 684 |
| 524000 | Litepac Ringflash RF – 5500K | 1,175 |
| 531120 | Soft Reflector for Ringflash RF | 328 |
| 531320 | Litepac Fresnel Spot Attachment <i>(for LP1 Lamp Head)</i> | 317 |
| 532030 | Litepac Snoot Attachment <i>(w/ honeycomb grids)</i> | 270 |
| 532220 | Litepac 4-Wing Barn Door <i>(for LP1 Lamp Head)</i> | 182 |
| 534580 | Soloflex Adapter <i>(to fit Soloflex on Litepac LP1 Lamp Head)</i> | 148 |

ZEISS IKON • CAMERA *(for more information on this m-mount, rangefinder camera; go to www.zeissikon.com)*

| | | |
|----------|--|----------|
| 30 81035 | Zeiss Ikon Camera Body, Silver <i>(available May 2005)</i> | \$ 1,294 |
|----------|--|----------|

ZEISS IKON • LENSES *(m-mount lenses also compatible with Leica, Voigtlander and Bessa cameras)*

| | | |
|----------|--|-------|
| 30 82016 | Distagon 15mm f/2.8, Black <i>(available May 2005)</i> | 3,037 |
| 30 82021 | Biogon 21mm f/2.8, Chrome <i>(available May 2005)</i> | 1,046 |
| 30 82022 | Biogon 21mm f/2.8, Black <i>(available May 2005)</i> | 1,046 |
| 30 82025 | Biogon 25mm f/2.8, Chrome | 922 |
| 30 82026 | Biogon 25mm f/2.8, Black | 922 |
| 30 82028 | Biogon 28mm f/2.8, Chrome | 834 |
| 30 82029 | Biogon 28mm f/2.8, Black | 834 |
| 30 82035 | Biogon 35mm f/2, Silver | 834 |
| 30 82036 | Biogon 35mm f/2, Black | 834 |
| 30 82055 | Planar 50mm f/2, Silver | 659 |
| 30 82056 | Planar 50mm, f/2, Black | 659 |
| 30 82086 | Sonnar 85mm f/2, Black <i>(available May 2005)</i> | 2,207 |

ZEISS IKON • VIEWFINDERS

| | | |
|----------|-----------------------|--------|
| 30 85115 | Viewfinder Z1 15mm | \$ 393 |
| 30 85121 | Viewfinder Z1 21mm | 393 |
| 30 85125 | Viewfinder Z1 25/28mm | 393 |

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STUDENT FINANCING PROGRAM – 2005

OVERVIEW:

Hasselblad Student Financing is an optional, lease-to-own program that provides an easy and convenient way for you to purchase Hasselblad, Visatec and Zeiss Ikon equipment under the *HERO* program. The interest rate is subsidized by Hasselblad USA and provides for a fixed low rate over the term of the lease with a \$1.00 buy-out at lease end and no deferred charges. To provide the widest flexibility for managing your cash flow, term lengths of 12, 24, 36, 48 and 60 months are available. *Please note, Hasselblad and Imacon digital products do not qualify under this program.*

ABOUT MARLIN LEASING:

This industry exclusive financing program is offered by Hasselblad USA through Marlin Leasing Corp. Boasting professional integrity, experience and know-how, Marlin Leasing is one of the fastest growing funding sources in the industry. Marlin has the financial strength to help you acquire the equipment you need...when you need it! And they specialize in structuring lease programs for photographers and students. When you work with Marlin, you work with people who truly understand the unique issues and concerns of the photo industry; people committed to helping you start your professional career.

Marlin Leasing provides personal, one-to-one service from a dedicated account executive and simple, one page lease documents. The application review and approval process occurs within 24-hours, and in some cases even sooner.

Financing is a critical tool for success in today's competitive market. Why? Because financing provides flexible payment options, establishes your credit line, allows for easy add-ons and lets you get the equipment you need without a substantial cash outlay.

GUIDELINES:

1. Duration: this program is available from February 1 – December 31, 2005.
2. Eligibility: this program is available only to full-time **Students** with a credit history who are enrolled in an accredited photography program in the United States. Photo **Educators** and educational institutions may also qualify. Contact Marlin Leasing for more information.
3. General Conditions:
 - This program is only available on the purchase of new, qualifying Hasselblad cameras and Visatec lighting equipment from February 1 through December 31, 2005. *Hasselblad and Imacon digital products do not qualify under this program.*
 - The camera and/or lighting kit you purchase must be from an Authorized Hasselblad USA or Authorized Visatec Dealer. Unauthorized imports, so called 'gray market' goods, do not qualify for this financing program.
 - The student may only use the equipment in connection with an accredited photography program or for other personal use, and not for commercial purposes.
 - One monthly payment: Marlin Leasing makes it easy for you to rollover the balance of other commercial equipment leases into your Hasselblad Student Financing program. Contact Marlin Leasing at (888) 479-9111, for details on how you can make one convenient monthly payment.
 - For complete program information, refer to the terms and conditions sheet at your local Hasselblad dealer, or visit the Hasselblad USA website.

IT'S EASY TO APPLY:

1. Complete the attached Marlin Leasing Application and fax it to (888) 479-1100 along with a copy of your Student Photo ID and a copy of your most recent grade report, transcript or proof of enrollment in photography courses.
2. Generally within 24-hours, Marlin Leasing will phone and advise you of their credit decision. Upon approval, Marlin Leasing will provide the Dealer with an approval notice.
3. Contact your local Authorized Hasselblad/Visatec Dealer to finalize your purchase.
4. Marlin Leasing will send the required lease documents via fax or email for your review and signature. When these completed documents have been received at Marlin Leasing, they will issue a purchase order to the Dealer.
5. The Dealer will place your order with Hasselblad USA and advise you when the equipment is available for pick-up or delivery.



H A S S E L B L A D

C R E D I T A P P L I C A T I O N - 2 0 0 5

STEP #1

EQUIPMENT INFORMATION *(print neatly)*

| Quantity | Product Description | HERO Price |
|----------|---------------------|------------|
| | | \$ |
| | | \$ |
| | | \$ |
| | | \$ |
| | | \$ |

STEP #2

STUDENT INFORMATION

| | | | |
|------------------|------------------|--------------------|--|
| Full Legal Name: | | Social Security #: | |
| Address: | | | |
| City: | State: | Zip: | |
| Phone: | Fax: | | |
| Email Address: | Graduation Date: | | |
| Name of School: | | | |
| School Phone: | Name of Contact: | | |

STEP #3

ADDITIONAL GUARANTOR

| | | | |
|------------------|--------|---------------|--|
| Full Legal Name: | | Relationship: | |
| Address: | | | |
| City: | State: | Zip: | |
| Phone: | Fax: | | |

STEP #4

AUTHORIZED HASSELBLAD USA DEALER INFORMATION

| | | | |
|-------------------|--------|-----------------|--|
| Name Of Business: | | Contact Person: | |
| Address: | | | |
| City: | State: | Zip: | |
| Phone: | Fax: | | |

STEP #5

APPROVAL

I / we authorize Marlin Leasing Corp. to investigate my / our financial responsibility and credit worthiness.

Student Signature: _____ Date: _____

Guarantor Signature: _____ Date: _____

FAX APPLICATION TO: (888) 479-1100

Marlin Leasing Corp. • 124 Gaither Drive • Suite 170 • Mount Laurel • NJ • 08054
 Ph: (888) 479-9111 • Fax: (888) 479-1100 • Web: www.marlinleasing.com

