

Promotion Terms and Conditions
***FREE GIFT AVAILABLE WHILE SUPPLIES LAST**

Email: lumixpromo@us.panasonic.com

LUMIX S5 Launching Promotion (hereafter referred to as the "Promotion") is promoted by Panasonic Consumer Electronics Company, Division of Panasonic Corporation of North America, whose registered address is Two Riverfront Plaza, Newark, New Jersey 07102 (the "Promoter").

Participant's participation in the Promotion constitutes Participant's full and unconditional agreement to and acceptance of these Terms and Conditions and the decisions of Promoter, which are final and binding.

PROMOTION PERIOD

Promotion Period: September 2, 2020, 9:00 AM EST– September 30, 2020, 11:59 PM EST

Claim Period: September 2, 2020, 9:00 AM EST– November 15, 2020, 11:59 PM EST.

Free gift will be provided to Participants in the order in which Qualifying Products are purchased from a participating retailer and supplies are limited.

Note: Promoter's computer is the official timekeeping device for this Promotion.

ELIGIBILITY

The Promotion is open only to legal permanent residents of: the fifty (50) United States, the District of Columbia, Puerto Rico, and Guam (excluding, without limitation, all other U.S. territories and possessions, and where prohibited by law), who are 18 years of age or older. This Promotion is subject to all federal, state, and local laws and regulations and is void outside the U.S. and where prohibited by law. Promoter is the sole judge of eligibility and may determine that a Participant is ineligible to participate in the Promotion for a variety of reasons not described here but in its sole discretion.

HOW TO PARTICIPATE

Step 1: Purchase a **LUMIX S5 (DC-S5BODY or DC-S5KK)** ("Qualifying Products") during the Promotion Period (September 2, 2020 – September 30, 2020) from a participating retailer in the US. A list of participating retailers can be found at <https://shop.panasonic.com/view-all-camera-authorized-retailers.html>. All Qualifying Products must be new and genuine Panasonic products. Qualifying Products purchased after the Promotion Period will be deemed invalid and ineligible to participate in the Promotion. Any Qualifying Products that were returned for a refund by Participant are not eligible for this Promotion. Participant expressly agrees it is responsible to send back at its cost any delivered Gifts that were claimed based on a returned Qualifying Product.

Step 2: File a claim at <http://panasonic.registria.com/lumixpromo>. All claims must be made during the Claim Period (September 2 – November 15, 2020). To file a claim, Participants will be required to submit a copy of the full purchase receipt or deposit receipt showing the participating dealer, date and time of purchase, model number, purchase price and confirmed payment. Upon receiving the product, participants must complete their claim, providing the full purchase receipt, product serial number found on the base of the product or the side of the product box, and a photograph of the serial number and barcode. Please ensure your purchase receipt includes the product name (model number) purchased, price paid, retailer name and the date and time of purchase or your claim will be considered incomplete. Claims made by fax, telephone, email or post will not be accepted. Claims filed after the Claims Period or any incomplete, invalid, falsified, or fraudulent claims will not be eligible for the Promotion.

Free Gift While Supplies Last

Supplies are limited and free gifts will be awarded in ascending chronological order of the Qualifying Products' purchase dates and times as indicated on the purchase receipts. In the event of a tie, ties will be broken based on the date that the completed Claim is received by Promoter. Promoter is the sole judge of determining purchase date rankings and eligibility to receive the free gift and will not be liable for any errors on your purchase receipt that disqualify you from receiving a free gift. Promoter shall resolve any disputes regarding eligibility rankings in its sole discretion. Qualified Participants will receive a **SIGMA 45mm F2.8 DG DN lens (L-Mount)**¹ with an approximate retail value of US\$549 while supplies last (the "Free Gift"). The Free Gift is non-exchangeable, non-transferable and there is no cash or credit alternative available. Participants that file claims after the Free Gift supplies have been depleted will not receive anything. Participant will be responsible for all applicable federal and local taxes on the receipt and use of the prize.

Only one claim per Qualifying Product purchased can be made, up to a maximum of two claims per person. In the event of unforeseen circumstances, the Promoter reserves the right to provide an alternative gift of the same or greater value without giving notice.

Receiving Free Gifts

Free Gifts will be sent via courier. We anticipate you will receive your Free gift at the end of November or the beginning of December 2020, however, Promoter shall not be liable for any delays in receiving the Free Gift. If you have not received the Free Gift within 28 days from the date you received confirmation of your claim, please contact us, using the contact details above. If you have not received the Free Gift and do not contact us within 35 days from the date you receive your confirmation email, you forfeit any rights to receive the Free Gift.

Warranties and Obligations

LIMITATION OF LIABILITY: By participating in the Promotion, each Participant agrees to release, indemnify and hold harmless Promoter, their respective affiliates, subsidiaries, advertising and promotions agencies, as applicable, and each of their respective agents, representatives, officers, directors, shareholders, and employees from and against any injuries, losses, damages, claims, actions and any liability of any kind resulting from or arising out of your participation in or association with the Promotion or your receipt or use of the Free Gift. Promoter is not responsible for any miscommunications such as technical failures related to computer, telephone, cable, incorrect dates or times printed on your purchase receipt, and unavailable network or server connections, related technical failures, or other failures related to hardware, software or virus, or incomplete, late or misdirected submissions. Promoter reserves the right to cancel, modify or suspend the Promotion should any computer virus, bug or other technical difficulty or other causes beyond the control of Promoter corrupt the administration, security or proper play of the Promotion, and to determine winners from among submissions not affected by the corruption, if any, in its sole discretion. The Promoter will not be held responsible or liable for any technical, hardware, software, server, incorrect dates or times printed on your purchase receipt, website or other failures or damage of any kind, to the extent that this prevents the participant from or otherwise obstructs the participant to enter in the Promotion.

You understand and agree that the Free Gift is provided to you while supplies last on an "AS IS" basis. Promoter makes no warranties and disclaims all responsibility and liability for any issues related to the Free Gift.

Indemnification

Participant warrants that it is eligible to participate in the Promotion and agrees to indemnify and hold harmless Promoter from any loss, damage or expense arising out of or in connection with participation in this Promotion or the acceptance, use or misuse of any prize.

¹ L-Mount is a registered trademark of Leica Camera AG.

Miscellaneous

RESERVATION OF RIGHTS: Promoter reserves the right to modify the Promotion Period and the Claims Period, and the right to modify, add or remove additional deadlines for any reason. Any changes will be communicated through the information Participants use to participate in the Promotion. The Promoter reserves the right to verify the eligibility of all claims to protect itself against fraudulent, invalid or repetitive claims including, without limitation, to require the participant to prove that they did not return the product within a period of 30 days from the date of delivery.

PRIVACY: Participants agree that personal data submitted and any other information provided in connection with the Promotion may be processed, shared, and otherwise used for the purposes and within the context of the Promotion and any other purposes outlined in the Privacy Policy found at <https://na.panasonic.com/us/privacy-policy>.

In addition to the uses of personal information described in that Policy, Promoter will use information you provide through entry into the Promotion to administer the Promotion.

SEVERABILITY: The invalidity or un-enforceability of any provision of these Terms and Conditions shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Promotion Rules shall otherwise remain in effect and be construed in accordance with their terms as if the invalid or illegal provision was not contained herein.

GOVERNING LAW AND VENUE: Participant agrees that: (a) any and all disputes, claims and causes of action arising out of, or connected with, the Promotion or any prize awarded shall be resolved individually without resort to any form of class action, and exclusively by the appropriate courts located in New York, New York; and (b) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Promotion, but in no event, attorneys' fees. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, your rights and obligations, or the rights and obligations of Promoter in connection with this Promotion shall be governed by and construed in accordance with, the laws of the state of New York, without giving effect to any choice of law or conflict of law rules.