

**PANASONIC BATTERY 'SCRATCH FOR A CHANCE TO
WIN 1 OF OVER 500 PRIZES'
OFFICIAL CONTEST RULES AND REGULATIONS**

Contest Period:

1. Contest begins at 12:00 AM (ET) July 15, 2016 and ends at 12:00 PM (ET) July 31, 2017. To be eligible for the Contest entries must be received by 11:59PM (ET) July 31, 2017 (the "Contest Closing Date"). The Contest is brought to you by Panasonic Canada Inc. (the "Contest Sponsor").

How to Play:

2. A total of 240,500 Scratch and Win cards have been produced for this contest. These Scratch and Win cards are available for distribution through to July 31st, 2017 or while supplies last, whichever occurs first. Scratch and Win cards will be available inside specially marked packages of Panasonic batteries at participating Canadian retailers. Prizes will be revealed under the Scratch and Win tab.

3. **NO PURCHASE NECESSARY.** To receive a randomly selected contest Scratch and Win card without purchase, please write to: Panasonic 'Scratch for a chance to win contest' 5770 Ambler Drive, Box 27, Mississauga, Ontario, L4W 2T3. Limit: one (1) request per envelope bearing sufficient postage. Limited quantities available, while supplies last. All requests must be accompanied by a postage prepaid, self-addressed envelope. Allow two (2) weeks to receive your Scratch and Win Card. Panasonic Canada Inc. will not be responsible for requests which are lost, destroyed, delayed, or misdirected in the mail. Requests submitted become the property of the contest operator, and are void if not received by June 1st 2017.

Who Can Win:

4. Contest is open to all lawful residents of Canada who are of the age of majority in their province or territory of residence, except employees, representatives or agents of the contest operator, its retail distributors, their respective advertising agencies and all persons residing in their respective households. By claiming a Prize, successfully answering the skill testing question, and signing a standard declaration and release form winners agree to the use of their names and or photograph and City or Town of residence in any publicity carried out by the contest operator, without compensation or notice. Contest operator is collecting personal information about entrants for the purpose of administering this contest. No further information or marketing communications will be sent to entrants.

THE PRIZE:

5. Over Five Hundred (500) prizes (hereafter referred to as the "Prizes") are available to be won, consisting of one (1) Panasonic 60"4K Ultra HD TV (model TC60CX650) valued at SRP\$2299.99, two (2) Panasonic Digital Cameras (model DMCGF7K) valued at SRP\$699.99 each, five (5) Evolved Microwave Ovens (model NNST765S) valued at SRP\$299.99 each, five (5) Home Security Packages (model KXHN6000) valued at \$269.99 each, 20 Pre-Paid Mastercards valued at \$25 each, fifty (50) sets of ear-buds (model RPHJE120) valued at SRP\$19.99 each and 528 packages of Panasonic Platinum Power batteries (model LR6XE4B) values at SRP\$4.99 each. Prizes may not be exactly as shown in promotional materials. Prize must be accepted as awarded, and is not convertible to cash. No other substitution or transfer of the Prize is allowed. Contest operator reserves the right to substitute a prize of equal or greater value.

ODDS OF WINNING:

6. At the onset of the Contest: the overall approximate odds of winning a prize are 1 in 390. The number of Prizes available to be won will decline during the contest period as they are awarded or otherwise dealt with in accordance with these Rules. Winning scratch cards will be randomly distributed across Canada inside specially marked packages of Panasonic batteries at participating retailers. Reproductions or duplicates of winning scratch cards are not eligible for the contest.

HOW TO WIN:

7. Obtain a scratch and win card from specially marked packages of batteries at participating retailers and scratch to reveal if you are a potential winner. If you have a "Win Prize" message, which is a potential winning card, you are eligible to win that prize. Please see below for details on how to further qualify and claim your prize. To be eligible all claims must be received on or before August 31st 2017. All entrants who participate in this contest agree to be bound by these contest rules and all decisions of the Contest Operator which are final.

HOW TO CLAIM A PRIZE:

8. Send the winning scratch card along with your contact information including name, address and phone number to, Panasonic Canada Inc., "Scratch for a chance to win contest", 5770 Ambler Drive, Box 27, Mississauga, Ontario, L4W 2T3. **We strongly recommend sending the winning scratch card by REGISTERED MAIL.** We also recommend that you retain a copy of the winning scratch card for your records. Eligible entrants must comply with contest rules. Panasonic Canada Inc. will provide eligible entrants with a declaration and release form which includes a mathematical skill testing question. To be declared a winner of the Prize, the entrant must return the signed declaration and release form confirming: (i) compliance with these contest rules, (ii) acceptance of the prize as awarded and must correctly answer, unaided, the mathematical skill testing question shown on the form. If an entrant fails to respond in conformity with the instructions just noted, within a twenty-one (21) day time period from the date notified, the entrant forfeits the prize. All winning scratch cards must be received on or before August 31st, 2017 and become the property of Panasonic Canada Inc. Please allow six (6) to eight (8) weeks for prize delivery once the contest sponsor has received the properly completed declaration and release form.

GENERAL CONDITIONS:

9. The decisions of the contest operator are final with respect to all aspects of the contest. The contest is subject to all federal, provincial and municipal laws. For Quebec residents any litigation respecting the conduct or organization of this contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie des alcools, des courses et des jeux du Québec only for the purpose of helping the parties reach a settlement. Winners release Contest Operator, its employees and agents from any and all liability, loss or damage incurred with respect to the claiming, receipt, possession and or use, misuse, or abuse of the Prize. Winners also acknowledge that Contest Operator, its employees and agents have neither made nor are in any respect liable or responsible for any warranty, guarantee, or representation, express or implied in fact or in law, including but not limited to it quality, mechanical condition or fitness for a particular purpose.

10. Contest sponsor reserves the right to cancel, suspend or modify this contest in the event of any printing or administrative or other error, subject to the approval of the Régie des alcools, des courses et des jeux du Québec.

11. Entrants (i) acknowledge compliance with these Official Rules including all eligibility requirements and, (ii) agree to be bound by the decisions of the Contest Judges, made in their sole discretion, which shall be final and binding in all matters relating to the Contest. Entrants who have not complied with these Official Rules are subject to disqualification.

12. The Contest Sponsor is not responsible for late, lost, damaged, misdirected, mutilated, garbled, illegible or incomplete entries. Proof of transmission (screenshots or captures of game play etc.) and/or mailing does not constitute proof of delivery. All entries become the property of The Contest Sponsor and in no case shall be returned to sender.

13. Entrants and/or winners assume liability for injuries caused, or claimed to be caused by participating in the Contest, or by the acceptance, possession, or use of any prize awarded, including but not limited to claims/damages for personal injury, or property damage.

Disclosures:

14. Any attempt by an entrant or other individual, to deliberately undermine the legitimate operation of the Contest, including but not limited to any fraudulent claims, is a violation of criminal and civil laws. Should such an attempt be made, the Contest Sponsor reserves the right to seek remedies and damages from any such individual, to the fullest extent permitted by law, including criminal prosecution. A participant engaging in any of the foregoing activities will be disqualified and will forfeit any prizes won.

15. In the event of a manufacturer's defect regarding the Scratch and Win card, which implies that the Scratch and Win card does not comply with the Contest rules and does not allow participation in the Contest, the Contest Sponsor's liability will be limited to the replacement of the Scratch and Win card. In such case, the person in possession of a defective Scratch and Win card shall send it with his/her name to Panasonic Canada Inc., Scratch for a chance to win, 5770 Ambler Drive, Box 27, Mississauga Ontario L4W 2T3. Upon receipt of the defective Scratch and Win card, the Contest Sponsor will send a new Scratch and Win card by mail. Allow two (2) weeks to receive your Scratch and Win card.

16. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and the Contest Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the substantive laws of the Province of Ontario without regard to Ontario conflicts of law principles. All entrants consent to the jurisdiction and venue of the Province of Ontario.

17. The invalidity or unenforceability of any provision of these Official Rules 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 Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

PERSONAL INFORMATION:

18. By entering this contest, each entrant expressly consents to the Contest Sponsor, its agents and or representatives to storing, sharing and using the personal information submitted with his/her entry for the purpose of administering the Contest. The Contest Sponsor will not sell, share or otherwise disclose personal information of entrants with third parties except to the extent described in this section or as permitted or required by law. Please do not enter this contest if you do not consent to this use of personal information and agree with the terms and conditions spelled out in these Contest Rules. Review Panasonic Canada's Privacy statement at <http://www.panasonic.ca/English/common/privacy> for information on its policy towards maintaining the privacy and security of personal information.

The Panasonic logo is displayed in a large, bold, sans-serif font. The letters are a light gray color, and the 'P' is significantly larger than the other letters, making it a prominent feature of the logo.