

## Panasonic Experience Amazing Sweepstakes Official Rules

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**1. Eligibility:** The Panasonic Experience Amazing Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Employees of Panasonic Corporation of North America, Arnold Worldwide, LLC ("Sponsor"), ePrize, LLC ("Administrator"), and each of their respective parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**2. Sponsor:** Panasonic Corporation of North America, 1 Panasonic Way, Secaucus, NJ 07094. **Administrator:** ePrize, LLC, One ePrize Drive, Pleasant Ridge, MI 48069.

**3. Timing:** The Sweepstakes begins on April 4, 2011 at 12:00 a.m. Eastern Time ("ET") and ends on May 15, 2011 at 11:59 p.m. ET (the "Promotion Period"). Administrator's computer is the official time-keeping device for the Sweepstakes.

**4. How to Enter:** During the Promotion Period, visit [panasonicexperienceamazing.com](http://panasonicexperienceamazing.com) and follow the links and instructions to complete and submit the registration form including name, email address, age, and a valid home address. P.O. Boxes are not permitted. You automatically will receive one (1) entry into the Sweepstakes. Limit: You may enter one (1) time per day during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate or programmed, robotic or similar means of entry is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being the authorized account holder.

**5. Drawings:** Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the Promotion Period, on or around May 16, 2011. The potential winners will be notified by email, mail or phone. Except where prohibited, the potential Grand and First prize winners (or their parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return an Affidavit of Eligibility, Liability & Publicity Release ("Affidavit"), which must be received by Administrator within ten (10) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner cannot be contacted, or fails to sign and return the Affidavit within the required time period (if applicable), potential winner forfeits the prize. Receiving a prize is contingent upon

compliance with these Official Rules. In the event that a potential winner of any prize is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. Prizes will be fulfilled approximately 8-10 weeks after confirmation of the Sweepstakes winner.

**6. Prizes:** ONE (1) GRAND PRIZE: A Panasonic prize package consisting of a Panasonic 50" Viera ST30 Series Plasma Full HD3D Television, a Panasonic SC-BTT770 5.1 Channel Blu-ray 3D Cinema Home Entertainment System, and a Panasonic HDC-TM900 High Definition Camcorder with VW-CLT1 3D lens. Approximate Retail Value ("ARV"): \$3,549.92. ONE (1) FIRST PRIZE: A Panasonic Lumix DMC-GF2 Compact System Camera. ARV: \$699.99. ONE (1) SECOND PRIZE: A Panasonic Lumix DMC-ZS10 Digital Camera. ARV: \$399.99. For all prizes: The ARV of electronic prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received during the Promotion Period. Limit: One (1) prize per person. Total ARV of all prizes: \$4,649.

**7. Release:** By receipt of any prize, each winner agrees to release, indemnify and hold harmless Sponsor, Arnold Worldwide, LLC, Administrator, and each of their respective subsidiaries, affiliates, representatives, successors, assigns, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of preparation for or participation in the Sweepstakes or any Sweepstakes-related activity or possession, acceptance, receipt or use or misuse of any prize and for any claim or cause of action based on publicity rights, defamation or invasion of privacy and merchandise delivery. Sponsor is not responsible if Sweepstakes cannot take place or if the prize cannot be awarded due to cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, weather or acts of terrorism. Entrants who do not comply with these Official Rules, or attempt to interfere with this Sweepstakes in any way, shall be disqualified.

**8. Publicity:** Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions, statements, biographical information and/or hometown and state for promotional purposes in any and all media now known or hereafter developed, worldwide, without notice or further payment or consideration.

**9. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any virus, bugs, non-authorized human intervention, fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Sponsor may prohibit an entrant from participating in the Sweepstakes or winning a prize if, in its sole discretion, it determines that said

entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other entrants or Sponsor representatives. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**10. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) lost or unavailable network connections, website, Internet or ISP availability, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one's ability to enter the Sweepstakes, including any injury or damage to entrants' or any other person's computer relating to or resulting from participating in this Sweepstakes or downloading any materials in this Sweepstakes; (4) unauthorized human intervention in any part of the entry process or the Sweepstakes; (5) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (6) late, lost, undeliverable, damaged or stolen mail; or (7) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or possession, acceptance, receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. If the Sweepstakes, or any part of it, is discontinued for any reason, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

**11. Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the

application of the laws of any jurisdiction other than the State of Michigan.

**12. Entrant's Personal Information:** Sponsor and Administrator will be collecting personal information from entrants online, in accordance with ePrize, LLC's Privacy Policy <http://www.eprize.com/privacy-policy> and Sponsor's Privacy Policy [http://www.panasonic.com/pol\\_docs/copyright-prv.html#privacy](http://www.panasonic.com/pol_docs/copyright-prv.html#privacy). By participating in the Sweepstakes, entrants acknowledge that they have read and accepted these privacy policies and the Website terms of use and agree to Sponsor's and Administrator's usage of their personal information.

**13. Winner List:** For list of the winners, visit <http://bit.ly/e5afb4>. The winner list will be posted online after selection and verification of winners is complete.

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## **Panasonic Experience Amazing Sweepstakes**

### **Abbreviated Rules**

#### **ABBREVIATED RULES for TV and Radio**

NO PURCHASE NECESSARY. LEGAL RESIDENTS OF THE 50 UNITED STATES (AND D.C.) 18 AND OLDER. VOID WHERE PROHIBITED. Sweepstakes ends 5/15/11. For Official Rules, and complete details, visit [panasonicexperienceamazing.com](http://panasonicexperienceamazing.com). Sponsor: Panasonic Corporation of North America.

#### **ABBREVIATED RULES for Print**

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (AND D.C.) 18 YEARS AND OLDER. VOID WHERE PROHIBITED. Sweepstakes ends 5/15/11. For Official Rules, prize descriptions and odds disclosure, visit [panasonicexperienceamazing.com](http://panasonicexperienceamazing.com). Sponsor: Panasonic Corporation of North America, 1 Panasonic Way, Secaucus, NJ 07094.

#### **Abbreviated rules for online Ads – Banner**

NO PURCHASE NECESSARY. Ends 5/15/11. To enter and for [Official Rules](#), visit [panasonicexperienceamazing.com](http://panasonicexperienceamazing.com).

#### **Abbreviated Rules for online Ads – Not a Banner**

NO PURCHASE NECESSARY. Legal residents of the 50 United States (and D.C.) 18 years and older. Ends 5/15/11. To enter and for [Official Rules](#), including odds, and prize descriptions, visit [panasonicexperienceamazing.com](http://panasonicexperienceamazing.com). Void where prohibited.