

2010 Panasonic "Touch the Future Tour" Sweepstakes – Official Rules
NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. Open to legal residents of the 50 US (incl. DC) who are 18 years of age or older as of the first day of the sweepstakes period. Void where prohibited by law.

1. How To Enter: You may enter the 2010 Panasonic "Touch the Future Tour" Sweepstakes (the "Sweepstakes") at an on-site kiosk by completing and submitting the registration form as prompted. Limit one (1) entry per person during the Sweepstakes Period indicated. Entries are maintained at an entry portal controlled by Sponsor. Any attempt by any participant to obtain more than the maximum number of entries permitted by using multiple/different e-mail addresses, identities, registrations and logins, automated entry services or any other method will void that participant's entries and that participant may be disqualified. All Sweepstakes entries must be completed and received by the end of the Sweepstakes Period in order to participate. The entry portal's database clock will be the official timekeeper for the Sweepstakes. Entry must be made by the entrant, only at the Sweepstakes kiosks at the 2010 Panasonic "Touch the Future Tour" events. By participating in the Sweepstakes, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Panasonic Consumer Electronics Company, Secaucus, NJ ("Sponsor"), which shall be final and binding in all respects.

MARKET	VENUE	ADDRESS	SWEEPSTAKES PERIOD / TIMES	WINNER SELECTION (on or about)
New York	Penn Pavilion	401 7th Ave. at 33rd St., New York, NY 10001	3/15/10 11am-6pm 3/16/10 11am-6pm 3/17/10 11am-4pm	3/18/10
Chicago	Tribune 445	445 N Michigan Ave., Chicago, IL 60616	3/15/10 11am-6pm 3/16/10 11am-6pm 3/17/10 11am-4pm	3/18/10
Los Angeles	Hollywood & Highland	6801 Hollywood Blvd., Hollywood, CA 90028	3/15/10 11am-6pm 3/16/10 11am-6pm 3/17/10 11am-4pm	3/18/10
Boston	Copley Place	2 Copley Place, Suite 100, Boston, MA 02116	3/20/10 11am-6pm 3/21/10 11am-6pm 3/22/10 11am-4pm	3/23/10
Detroit	Detroit Opera House	1526 Broadway, Detroit, MI 48226	3/22/10 11am-6pm 3/23/10 11am-6pm 3/24/10 11am-4pm	3/25/10
Phoenix	Fashion Square	7014 East Camelback Rd., Scottsdale, AZ 85251	3/22/10 11am-6pm 3/23/10 11am-6pm 3/24/10 11am-4pm	3/25/10
Philadelphia	King of Prussia Mall	160 North Gulph Rd. King of Prussia, PA 19406	3/25/10 11am-6pm 3/26/10 11am-6pm 3/27/10 11am-4pm	3/29/10
Minneapolis	IDS Tower	33 South 6th Street, Minneapolis, MN 55401	3/29/10 11am-6pm 3/30/10 11am-6pm 3/31/10 11am-4pm	4/1/10
San Francisco	One Market Plaza	1 Market Plaza, San Francisco, CA 94105	3/29/10 11am-6pm 3/30/10 11am-6pm 3/31/10 11am-4pm	4/1/10
Washington DC	Union Station	50 Massachusetts Ave., NE Washington, DC 20002	3/31/10 11am-6pm 4/1/10 11am-6pm 4/2/10 11am-4pm	4/5/10
Dallas	Grapevine Mills Mall	3000 Grapevine Mills Parkway, Grapevine, TX 76051	4/6/10 11am-6pm 4/7/10 11am-6pm 4/8/10 11am-4pm	4/9/10
Seattle	Top of the Market	93 Pike Street, Seattle, WA 98101	4/6/10 11am-6pm 4/7/10 11am-6pm 4/8/10 11am-4pm	4/9/10
Atlanta	595 North	595 North Ave Northwest, Atlanta, GA 30318	4/7/10 11am-6pm 4/8/10 11am-6pm 4/9/10 11am-4pm	4/12/10
Houston	The Warehouse	813 St. Emanuel St., Houston, TX 77003	4/12/10 11am-6pm 4/13/10 11am-6pm 4/14/10 11am-4pm	4/15/10
Miami	Ice Palace	59 Northwest 14th St., Miami, FL 33139	4/15/10 11am-6pm 4/16/10 11am-6pm 4/17/10 11am-4pm	4/19/10

2. Eligibility: The Sweepstakes is open to legal residents of the 50 US (incl. DC) who are 18 years of age or older as of 3/15/10. Employees, officers, directors, shareholders and agents of Sponsor, Panasonic Consumer Electronics Company, Source Marketing and each of their respective parent companies, affiliates, subsidiaries, advertising and promotion agencies (collectively, the "Promotion Entities"), and each of their immediate families are not eligible to enter or win. Void where prohibited and subject to all federal, state and local laws.

3. Winner Selection/Odds: The Sweepstakes winners will be selected in random drawings on or about the dates specified in the above chart, from among all eligible entries received. Drawings will be conducted by Source Marketing, an independent judging organization, whose decisions are final on all matters relating to the Sweepstakes. Odds of winning depend on the total number of eligible entries received in each market. All winners will be sent an affidavit within two to three weeks after the conclusion of the Sweepstakes, to the address indicated on his/her online entry form.

4. Prize: One (1) Grand Prize is available in each market: The Grand Prize winner in each market will receive (1) Panasonic VIERA® 50" 3D HDTV (TC-P50VT25), (1) Panasonic Blu-ray Disc™ Player (DMP-BDT350) and (1) pair of Panasonic 3D Eyewear (TY-EW3D10). The Approximate Retail Value ("ARV") of the Grand Prize is \$3,048. Limit one (1) prize per household. Prizes are non-transferable and no substitutions are permitted, except by Sponsor (as defined below) who reserves the right, in its sole discretion, to substitute a prize of equal or greater value, if prize becomes unavailable. The winners will be solely responsible for all applicable federal, state and/or local taxes, and for any other fees or costs associated with the prize awarded.

5. General Release: The Promotion Entities are not responsible for technical, hardware, software or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications or for any of the equipment or programming associated with or utilized in this Sweepstakes or by any human error which may occur in the processing of the entries in this Sweepstakes. Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the Sweepstakes or entry portal; violates these Official Rules; or acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. 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. The Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes if it is not capable of running as planned due to, including, but not limited to, the following reasons: infection by computer virus, tampering, unauthorized intervention, fraud, technical failures or any other problems beyond the control of the Sponsor, and Sponsor reserves the right to award Sweepstakes prizes to winners chosen in a random drawing from among all eligible entries received prior to the action requiring such modification. In the event of a dispute as to the identity of a winner, the entry will be deemed made by the authorized account holder. The "authorized account holder" is the natural person assigned an e-mail address by an Internet access provider, online service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted address. Participants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this Sweepstakes or the redemption, use or misuse of any prize. The Promotion Entities make no warranties, and hereby disclaims any and all warranties, express or implied, concerning any prize furnished in connection with the Sweepstakes. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND THE

PROMOTION ENTITIES HEREBY DISCLAIM ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.

6. Release: All prize winners will be required to sign and return an affidavit of eligibility and liability and publicity release, except where prohibited, within ten (10) days of notification before any prize is awarded. If the winner fails to return the affidavit of eligibility within ten (10) days or if winner is deemed to be ineligible, the prize will be forfeited and an alternate winner will be selected from all eligible entries received. If a potential winner is not reachable at the address and/or e-mail address provided and a forwarding address and/or e-mail address is not made available or if prize notification is returned as undeliverable, then the prize will be forfeited and an alternate winner may be selected. Sponsor shall have no liability for any winner notification that is not received by the potential winner for any reason. Acceptance of a prize constitutes winner's permission for the Promotion Entities to use winner's name, photograph, likeness, voice, biographical information, statements and address (city and state) for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter developed, in perpetuity, without further compensation. Entrants agree that the Promotion Entities (A) shall not be responsible or liable for, and are hereby released from, any and all costs, injuries, losses or damages of any kind, including, without limitation, death and bodily injury, due in whole or in part, directly or indirectly, to participation in the Sweepstakes or any Sweepstakes-related activity, or from entrants' acceptance, receipt, possession and/or use or misuse of any prize, and (B) have not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to any prize, including, without limitation, to such prize's quality or fitness for a particular purpose.

7. Jurisdiction: The Sweepstakes shall be governed by and interpreted in accordance with the laws of the State of New Jersey. Except where prohibited by law, 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' and/or experts' fees; and winners hereby waive all rights to claim punitive, incidental and consequential damages and any other damages (including attorneys fees), other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.

8. Winners List: To receive a winners list, send a self-addressed stamped #10 envelope by April 30, 2010, to: 2010 Panasonic "Touch the Future Tour" Sweepstakes – Winners, Source Marketing, 761 Main Ave, Norwalk, CT 06851. Requests received after May 7, 2010 will not be fulfilled.

9. Sponsor: The Sponsor of the Sweepstakes is Panasonic Consumer Electronics Company, Secaucus, NJ. ©2010 Panasonic Consumer Electronics Company