

FUJIFILM “Greatest American Road Trip” Monthly Photo Sweepstakes **Official Monthly Sweepstakes Rules**

NO PURCHASE NECESSARY TO ENTER OR WIN. To enter any or all of the separately conducted, FUJIFILM “Greatest American Road Trip” Monthly Photo Sweepstakes (each, a “Monthly Sweepstakes”), navigate the Internet to FUJIFILM North America Group Companies Facebook page, (<https://www.facebook.com/FujifilmNorthAmerica>). Click on the Sweepstakes ICON in the Facebook “apps” section or the Facebook page post to enter. Provide all the requested information on the **Sweepstakes Registration and Entry Form** as further outlined in the “How to Enter” Section and submit a photo and answer the provided question as further outlined in the “How to Enter” section below. **Note that a unique photo must be entered each month, as further described below. Alternative method of entry provided. EACH MONTHLY SWEEPSTAKES IS IN NO WAY SPONSORED, ENDORSED, OR ADMINISTERED BY, OR ASSOCIATED WITH, FACEBOOK OR ANY OTHER SOCIAL MEDIA SITE. BY PARTICIPATING IN ANY GIVEN MONTHLY SWEEPSTAKES, YOU ARE PROVIDING YOUR INFORMATION TO FUJIFILM NORTH AMERICA CORPORATION, AND NOT TO FACEBOOK OR ANY OTHER SOCIAL MEDIA ORGANIZATION.**

Monthly Sweepstakes Period and Eligibility. Each Monthly Sweepstakes is being conducted by FUJIFILM North America Corporation, 200 Summit Lake Drive, Valhalla, NY USA 10595, and its promotional agency (the “Sponsors”). Each Monthly Sweepstakes begins and entries will be accepted commencing on the **1st of each month at 9:00 am ET, from March through December 2016.** Each Monthly Sweepstakes will close and no more entries will be accepted as of the **30th of each month at 12:00 a.m. ET.** Final random drawing for each Monthly Sweepstakes is currently anticipated to be on or about the 7th of each following month at 12:00 p.m. ET. Each monthly period during which each separate, Monthly Sweepstakes is in effect is referenced herein as the “Monthly Sweepstakes Period”. Each Monthly Sweepstakes is open to legal residents of the 50 United States, Washington, D.C. and Canada (**EXCLUDING QUEBEC**), who are 18 years of age or older at time of entry. **RESIDENTS OF QUEBEC ARE NOT ELIGIBLE FOR ANY OF THE MONTHLY SWEEPSTAKES, AND EACH MONTHLY SWEEPSTAKES IS VOID IN QUEBEC.** Employees of the Sponsors, and any provider of any prize offered in any given Monthly Sweepstakes or any business or entity involved in the development, production, implementation, administration or fulfillment of a Monthly Sweepstakes, and the immediate family members of any of the above (meaning spouses, parents, siblings and children living in the same household) are not eligible to enter or win. Void in Puerto Rico, Quebec, and wherever else prohibited by law. Each Monthly Sweepstakes is subject to all applicable laws.

How to Enter. Navigate to the FUJIFILM North America Group Companies Facebook page (<https://www.facebook.com/FujifilmNorthAmerica>). Then click on the Sweepstakes ICON in the Facebook Tray or Facebook post to enter into the “Greatest American Road Trip” /Monthly Photo Sweepstakes. Complete all the personal entry information requested on the Sweepstakes Registration and Entry Form, including name, resident address, phone number, email address and confirmation of age eligibility. Upload a unique, personal photo of your favorite U.S. National Park, labeled with the park name. **PHOTO MUST BE ORIGINAL, MUST NOT HAVE BEEN SUBMITTED IN CONNECTION WITH YOUR ENTRY INTO A PREVIOUS MONTHLY SWEEPSTAKES, and must be submitted in either JPEG or PSD format as further described below.** You must also answer a question based on “The Greatest American Road Trip” blog found at: www.TheGreatestRoadTrip.com. **NOTE THAT THE MONTHLY SWEEPSTAKES IS NOT A PHOTO CONTEST AND SUBMITTED PHOTOS WILL NOT BE JUDGED. ONLY ONE ENTRY PER PERSON, PER EMAIL ADDRESS, PER MONTHLY SWEEPSTAKES.** EACH PHOTO SUBMISSION MUST BE UNIQUE AND PHOTOS MAY NOT BE RE-SUBMITTED WITH ANY SUBSEQUENT MONTHLY SWEEPSTAKES ENTRY.

By entering a Monthly Sweepstakes, you agree to be bound by these Official Monthly Sweepstakes Rules and the decisions of the Sponsor, which shall be final in each instance. **INTERNET ACCESS, A VALID EMAIL ADDRESS AND FACEBOOK ACCESS ARE REQUIRED TO ENTER.** Entries without all of the required information blanks completed will be disqualified. In addition, all late, lost, or otherwise incomplete entries are not considered valid entries and shall be disqualified. Proof of your submission of entry is not proof of the Sponsors’ receipt and the Sponsors’ designated computer will be the official record keeping device for all submissions and entries applicable to the Monthly Sweepstakes. Any attempt at or form of entry other than as expressly specified in these Rules (including but not limited to automated entry) is strictly prohibited and will result in disqualification. No correspondence about submissions will be answered. No responsibility is assumed for lost, late, stolen or misdirected mail or entries or any failure or unavailability of hardware, software, electronic communications or Internet uploading or other connections. Sponsors are also not responsible for failed, partial or garbled computer transmissions or for failed transmissions or electronic or device malfunctions of any kind.

Alternative Method of Entry Without a Photo Submission. In the event that you wish to enter a Monthly Sweepstakes without providing a photo or without answering the provided “Greatest American Road Trip” question, you may do so by handwriting your full name, resident address, phone number, email address, and “I hereby confirm that I am at least 18 years of age” and the name of your favorite U.S. National Park on a 3 x 5” plain index card and mailing such card to: **FUJIFILM “Greatest American Road Trip” Monthly Photo Sweepstakes**, Alternative Entry Process, P.O. Box 717, North Branford, CT 06471, for receipt within any given Monthly Sweepstakes Period.

Monthly Sweepstakes Entries and Submissions. Any photo submitted must be an original photo and you must be the photographer. You must also have the permission of any person used as a subject in, or that appears in, any submitted photo. Any editing / retouching / modifying applied to a submitted photo must have been performed by you as the submitting party and use of a stock photo is not allowed. All submitted photos must be original, non-professional, must not have been previously published or won any previous award, and must not contain any material that is obscene, defamatory, objectionable, illegal or otherwise inappropriate, or that would infringe upon third party rights if used in advertising. Photo(s) may be taken by any type of camera, but must be submitted digitally in either JPEG or PSD format. All photos and photo descriptions submitted as part of your Monthly Sweepstakes entry form must be family appropriate and appropriate for all ages. THE DECISION REGARDING THE APPROPRIATENESS AND ELIGIBILITY OF EACH SUBMISSION SHALL BE AT THE SOLE DISCRETION OF SPONSOR.

By entering, you grant a limited, irrevocable, non-exclusive license to Sponsor to post your entry photo in any form (including in cropped or edited form, as Sponsors deem appropriate and necessary), on or in connection with the Fujifilm North America Group Companies Facebook page without further compensation. By entering, you warrant and represent that you are the photographer of the submitted photo(s) and that you have obtained all permissions necessary for Sponsors to post your photo(s) on the Fujifilm North American Group Companies Facebook page including, but not limited to, permission from all persons depicted in your photo(s) and from any owner or holder of any property, copyrights, trademarks or other rights in materials or other items depicted in your photo(s). By entering, you also agree to confirm to Sponsors any of the above in writing during the Monthly Sweepstakes Period or thereafter, upon Sponsors’ request. **Entries may be disqualified if photo(s) contain materials trademarked, copyrighted, used or submitted elsewhere, or any obscene, defamatory or other offensive or inappropriate or illegal material as determined by Sponsors in their sole discretion.** Sponsors reserve the right to disqualify any entries which Sponsors, at their sole discretion, determine to be inconsistent with their corporate standards, reputation or consumer expectations. If integrity of a Monthly Sweepstakes is compromised in any manner, Sponsors reserve the right to modify that Monthly Sweepstakes and conduct a drawing based on all eligible entries received that are unaffected by the problem, and/or to terminate that Monthly Sweepstakes. Sponsors reserve the right to disqualify any person who attempts to tamper with any given Monthly Sweepstakes, to harass or interfere with any other entrant, or otherwise acts in an inappropriate or unsportsmanlike way, all as determined by Sponsors in their absolute discretion. Submissions shall be void if incomplete, not legible, or if they contain errors or do not comply strictly with all requirements in these Rules.

In no event will any personal information provided on any given Sweepstakes Registration and Entry Form be provided by Sponsors to any third party for third party use. The privacy policies and terms and conditions applicable to each Monthly Sweepstakes shall be those of FUJIFILM North America Corporation found at www.fujifilmusa.com. By participating in a Monthly Sweepstakes, entrants agree to all of the terms and conditions of the privacy policies and website terms and conditions of the Sponsors. By entering you agree to be bound by these Official Monthly Sweepstakes Rules and you acknowledge that the decisions of the Sponsor shall be final and binding in all respects. The Official Monthly Sweepstakes Rules will be posted at the Fujifilm North America Group Companies Facebook page (<https://www.facebook.com/FujifilmNorthAmerica>).

Prizes. Each monthly Sweepstakes is a separate and distinct sweepstakes. Each month, in connection with that Monthly Sweepstakes, the following prizes will be awarded. Odds of winning depend upon the number of eligible entries received in any given Monthly Sweepstakes Period.

One (1) Grand Prize (prize package ARV: \$1,699.99): FUJIFILM X-T1 weather-resistant digital camera with XF 18-55 mm lens (ARV: \$1,699.99).

One (1) First Prize (prize package ARV: \$219.98): FUJIFILM INSTAX® Mini 90 instant camera (ARV: \$199.99); and 1 INSTAX Mini Instant Film Pack (ARV: \$19.99).

One (1) Second Prize (prize package ARV: \$159.98): FUJIFILM INSTAX® Mini 70 instant camera (ARV: \$139.99); and 1 INSTAX Mini Instant Film Pack (ARV: \$19.99).

One (1) Third Prize (prize package ARV: \$99.98): FUJIFILM INSTAX® Mini 8 instant camera (ARV: \$79.99); and 1 INSTAX Mini Instant Film Pack (ARV: \$19.99).

Total ARV of all prizes to be awarded in connection with each Monthly Sweepstakes is \$2,179.93. Prizes may not be redeemed for cash, substituted or transferred by winner; however, if any prize or prize component becomes unavailable or otherwise at Sponsor's option the Sponsors reserve the right to unilaterally substitute a prize or prize component of equal or greater value. Taxes and any other expenses relating to the provided prize are the sole responsibility of winners, and winners agree to provide the necessary information to permit Sponsors to issue a 1099 Form as applicable. Allow 4-6 weeks after validation for receipt or arrangement of receipt of prize. You are not an official Fujifilm "Greatest American Road Trip" Monthly Photo Sweepstakes prize winner until you are successfully validated, you have duly received an official notification of your winning status from Sponsor, and you have signed and returned the necessary Affidavit of Eligibility and Liability Release documentation as referenced below.

Selection of Winners/Validation. All Monthly Sweepstakes prize winners will be selected at random in a random drawing by Sponsors held at the Sponsors' headquarters, 200 Summit Lake Drive, Valhalla, NY USA 10595 from among all eligible and valid entries received in connection with that Monthly Sweepstakes. The random drawing will be held on or about the 7th of each following month after the close of the Monthly Sweepstakes Period at roughly 12:00 p.m. EST. Alternate winners will be selected at the same time.

Prize Acceptance. Potential winners each month will be notified by overnight mail, telephone or email and will be required to sign, and return when requested an Affidavit of Eligibility and Liability Release document confirming the winner's identification and eligibility and releasing Sponsors from liability relating to the prize awarded, Canadian prize claimants must correctly answer a mathematical skill-testing question to receive a prize. Documents returned by fax or electronically will have the same force and effect as original documents. If such documents are not returned within five (5) business days of the date sent, or if any prize notification is returned as non-deliverable or any winner is found to be ineligible or not in compliance with these Official Rules, disqualification may result and prize will be awarded to the selected alternate. In the event of a dispute as to identity of any online entrant, the actual individual named on the online entry form will be deemed to be the official entrant unless otherwise determined by the Sponsors. Sponsors, their parent companies, affiliates, subsidiaries, designees and advertising and promotion agencies, and their respective directors, officers, employees, representatives and agents, and Facebook, shall not be responsible for any and all liability or any injury, loss or damage of any kind to or of any person or property (including, without limitation, death of any person), arising in whole or in part, directly or indirectly, from the acceptance, possession, use or misuse of a prize, participation in any Sweepstakes-related activity, or participation in any given Monthly Sweepstakes. The Limited Warranty that accompanies any prize awarded will be the sole remedy available to the prize winners regarding any prize that is provided in connection with each Monthly Sweepstakes.

Prize Winners List. For names of the Monthly Sweepstakes winners, visit Fujifilm North American Group Companies Facebook page <https://www.facebook.com/FujifilmNorthAmerica>. Or you may mail a self-addressed, stamped envelope to: **FUJIFILM "Greatest American Road Trip" Photo Sweepstakes Winners**, P.O. Box 736, North Branford, CT 06471 within (3) months of the end of the applicable Monthly Sweepstakes Period. Please identify the specific Monthly Sweepstakes for which you are requesting any prize winner names.

Void Where Prohibited, Disputes and Availability of Official Rules. As stated above, each Monthly Sweepstakes is void in Quebec, Canada and otherwise where prohibited. Disputes relating to any given Monthly Sweepstakes shall be commenced exclusively within the state of New York, U.S.A., governed by the laws of the state of New York, U.S.A. without regarding to conflict of laws provisions, and will be resolved by binding arbitration before an arbitrator appointed by the American Arbitration Association, provided that applicable law will be applied in any adjudication or arbitration proceeding. For a printed copy of the FUJIFILM "Greatest American Road Trip" Monthly Photo Sweepstakes Official Rules, send a self-addressed stamped envelope to: **FUJIFILM "Greatest American Road Trip" Monthly Photo Sweepstakes Rules**, P.O. Box 736, North Branford, CT 06471 by end of the final, Monthly Sweepstakes Period. Limit one Rules request per envelope. Requests for the Rules which are received after the final Monthly Sweepstakes Period will not be honored.