

Fujifilm “#PopUPwithFujifilm” Ticket Sweepstakes Official Sweepstakes Rules

No Purchase Necessary. NO PURCHASE IS NECESSARY to enter the #PopUPwithFujifilm Sweepstakes (the “Sweeps”). This Sweepstakes is being conducted by FUJIFILM North America Corporation, 200 Summit Lake Drive, Valhalla, NY 10595, its affiliates and agencies (the “Sponsors”). A copy of these Official Rules can be found on Instagram at @fujifilmx_us and <http://bit.ly/1Nmvc5>. In addition, a copy of these Official Rules may be obtained by sending a self-addressed stamped envelope to Fujifilm #PopUPwithFujifilm Sweepstakes Rules Request, 200 Summit Lake Drive, Valhalla NY 10595, for receipt by close of business on September 16, 2015. **BY PARTICIPATING IN THIS SWEEPSTAKES, YOU ARE PROVIDING YOUR INFORMATION TO FUJIFILM NORTH AMERICA CORPORATION.**

Sponsored by Fujifilm. INTERNET ACCESS AND AN ACTIVE INSTAGRAM PROFILE ARE REQUIRED TO ENTER THIS SWEEPSTAKES. However, although this Sweeps is conducted through Instagram, it is not sponsored, endorsed or administered by, or associated with Instagram. Entrants are providing their information to Fujifilm and not to Instagram. Any questions, comments, or complaints regarding the Sweeps should be directed at Fujifilm, and not to Instagram.

Sweepstakes Period and Eligibility. Sweepstakes begins and entries will be accepted commencing as of **September 14, 2015 at 3:30 p.m EST.** Sweepstakes will close and no more entries will be accepted as of **September 16, 2015 at 11 p.m. EST.** Final random drawing is currently anticipated to be on or about September 17, 2015 at 12:00 p.m. EST. The period during which this Sweepstakes is in effect is referenced herein as the “Sweepstakes Period”. This Sweepstakes is open to legal residents of the 50 United States, and Washington, D.C., who are 14 years of age or older at time of entry and who have completed the FUJIFILM “#PopUPwithFujifilm” Ticket Sweepstakes. Employees of the Sponsors, and any provider of any prize offered in this Sweepstakes or any business or entity involved in the development, production, implementation, administration or fulfillment of this 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. This Sweepstakes is subject to all applicable laws.

How to Enter. To enter, during the Sweeps Period, post a photo that you took of Seattle, using your personal Instagram account, and tag #PopUPwithFujifilm and #FujifilmX_US in your photo’s description. Plus, follow Fujifilm’s new X-Series Instagram account @FujifilmX_US. Use of someone else’s Instagram account is not permitted. Entry must include both “@FujifilmX_US” and “#PopUPwithFujifilm and #FujifilmX_US” as a caption. The photo must be posted during the Sweeps Period. Posting a photo on Instagram requires a mobile device and therefore message and data fees may apply. In order for your entry to be valid, the “Photos are Private” option in your Instagram account settings must be set to “OFF” so that your Instagram profile is public and thus viewable by the Sponsor and its agents. The entry photograph will be associated with and posted alongside all other Sweeps entrants, and made public through Instagram, during the Sweeps Period and thereafter until the Sweeps site is removed by Fujifilm. The entrant acknowledges this association and the public nature of the entry posting and agrees to such as a condition to participation in the Sweeps.

Failure to correctly provide or post the entry with the proper photograph will render your entry ineligible. Proof of entry transmission does not prove date or time of posting receipt. All drawings will take place on September 16, in Valhalla, NY. By entering, entrants in the Sweeps agree to be fully bound by these Official Rules and Fujifilm’s determinations, which in all instances shall be final. By entering, each entrant agrees to release Instagram and Fujifilm from all liability relating to this Sweeps, or participation in it. Except with respect to the personal image of the entrant appearing in the photo, all entries will become the property of Fujifilm upon receipt. Fujifilm will not answer any communications regarding entries. No responsibility is assumed by Fujifilm for late or misdirected entries. Fujifilm is not responsible for any failure of any computer system during the Sweeps Period, including without limitation any technical malfunction of any computer on-line systems or servers, or failure of any entry to be received on account of technical problems or traffic

congestion on Instagram or the Internet, or otherwise any issue which may affect an entrant's ability to participate in the Sweeps.

Sweepstakes Entries and Submissions. If the integrity of Sweepstakes is compromised in any manner, Sponsors reserve the right to modify Sweepstakes and conduct a drawing based on all eligible entries received that are unaffected by the problem, and/or to terminate the Sweepstakes. Sponsors reserve the right to disqualify any person who attempts to tamper with the 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. If you have "Opted In" to receive promotional materials from Sponsor, Sponsor may use any information you may provide on the Sweepstakes Registration and Entry Form during the Sweepstakes Period and thereafter to contact you for the limited purpose of informing you about Sponsors' products and promotional offers from time to time, provided that you will be given the opportunity at any time to "opt out" of receiving further information and promotional offers. In no event will your personal information be provided by Sponsors to any third party for third party use. The privacy policies and terms and conditions of the Sponsors can be found at www.fujifilmusa.com. By participating in this 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 Sweepstakes Rules and you acknowledge that the decisions of the Sponsor shall be final and binding in all respects. The Official Sweepstakes Rules will be posted at the FUJIFILM #PopUPwithFujifilm" Ticket Sweepstakes page <http://bit.ly/1Nmvc5> on Instagram at @fujifilmx_us.

Prizes. TOTAL ARV OF PRIZES to be awarded: \$499. All prizes will be awarded and shipped to prize winners at Sponsor's expense.

One (1) Grand Prizes:

One (1) ticket to attend PopUP GPP Seattle Sept 19 and Sept 20 to include presentations with Zack & Joe / David & Greg. (ARV: \$499)

*** AIRFARE AND HOTEL ACCOMMODATIONS ARE NOT INCLUDED IN TICKET / PRIZE.**

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 not listed above are the sole responsibility of winners. Allow 1 week after validation for receipt or arrangement of receipt of prize. You are not an official FUJIFILM "#PopUPwithFujifilm" Ticket 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 and Publicity Release documentation as referenced below.

Selection of Winners/Validation. All prize winners will be selected at random in a random drawing by Sponsors held at the Sponsors' headquarters, 200 Summit Lake Drive, Valhalla, NY 10595 from among all eligible and valid entries received. The random drawing will be held on or about September 17, 2015 at 12:00 p.m. EST. Alternate winners will be selected at the same time.

Prize Acceptance.

Prize winners will be notified by direct message on Instagram to their Instagram account. A valid email address will be required for further communications regarding the prize award, including for transmitting required documentation. The prize winner and their parent/legal guardian will be required to sign and return an Affidavit of Eligibility / Liability Release confirming the winner's identification and eligibility, and releasing Fujifilm and Instagram from liability relating to the prize awarded. Prize acceptance documents returned by fax or electronically will have the same force and effect as original documents. If such documents are not returned to Fujifilm within four (4) business days of the date sent, or if any prize notification or email communication 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 the prize will be awarded to a selected alternate. Neither

Fujifilm nor Instagram will be responsible for any 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 Sweeps-related activity, or participation in the Sweeps. The limited warranty, if any that accompanies any prize awarded will be the sole remedy available to the prize winners regarding any prize that is provided in connection with the Sweeps.

Right To Cancel Or Suspend Sweepstakes. If for any reason the Sweeps is not capable of running as planned, including without limitation due to technical failures, or any other causes beyond the control of Fujifilm that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweeps, Fujifilm reserves the right to disqualify any individual who tampers with the entry process, and/or to cancel, terminate, modify or suspend the Sweeps and randomly select the winners from valid entries received that are unaffected by the problem, if any.

Prize Winners List. For a list of the Sweeps winners, mail a self-addressed, stamped envelope to: **Fujifilm #PopUPwithFujifilm Sweepstakes Winners**, 200 Summit Lake Drive, Valhalla, NY 10595, by September 30, 2015.

Void Where Prohibited, Disputes and Availability of Official Rules. This Sweepstakes is void otherwise where prohibited. Disputes relating to this 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. Official Rules may be obtained by sending a self-addressed stamped envelope to Fujifilm #PopUPwithFujifilm Sweepstakes Rules Request, 200 Summit Lake Drive, Valhalla NY 10595, for receipt by close of business on September 16, 2015