

FUJIFILM North America Corporation
FUJIFILM Adobe MAX XF55-200mm Sweepstakes
Official Rules

1. No Purchase Necessary. **NO PURCHASE IS NECESSARY** to enter or win the FUJIFILM Adobe Max XF55-200mm Sweepstakes (the "Sweeps"). This Sweeps is being conducted by FUJIFILM North America Corporation of 200 Summit Lake Drive, Valhalla, NY 10595 ("Fujifilm") and its promotional agencies ("Sponsors"). A copy of these Official Rules can be found online at www.FujifilmAdobeXF Sweepstakes.com and a copy may be obtained by sending a self-addressed stamped envelope to FUJIFILM Adobe MAX Sweeps Rules Request, FUJIFILM North America Corporation at 200 Summit Lake Drive, Valhalla, NY 10595 for receipt by close of business on November 2, 2015.

2. Time Period. The Sweeps begins at 12:00 a.m. Eastern Time (ET) on 10/3/2015 and ends at 11:59 p.m. ET on 10/31/2015 (the "Sweeps Period"). No entries will be accepted after expiration of the Sweeps Period. The Sweeps is open only to legal residents of the United States and Washington, D.C. over the age of 14 attending the Adobe MAX Conference 2015 held during the period October 3, 2015 through October 7, 2015 in Los Angeles, California at the Microsoft Theatre in the Los Angeles Convention Center. Employees and the immediate family members of Sponsors (meaning spouses, parents, siblings and children living in the same household) are not eligible to enter or win. **Void in Puerto Rico and wherever else prohibited by law.** This Sweeps is subject to all applicable laws.

4. How to Enter the Sweeps. This is an on-line Sweeps. To enter, during the Sweeps Period, visit www.FujifilmAdobeXF Sweepstakes.com and enter your name, email address, birthdate, phone number, and state of residence on the official entry form where referenced. Additionally, as a condition of entry, all entrants must click the provided link on the entry form or otherwise navigate to http://warranty.fujifilm-digital.com/register/us/en?utm_source=fnac&utm_medium=banner&utm_campaign=camera-registration during the Sweeps Period and register with Fujifilm either the X-Series camera or the XF lens, or both, that they received from FUJIFILM North America Corporation on a complimentary basis at the Adobe MAX Conference 2015. As part of the entry process, entrants will also have the option to "Opt In" to receive Fujifilm promotional materials and offers from time to time. "Opting in" will not improve your chance of winning a prize in the Sweeps. Upon completion of the entry form, click "Submit" to submit the entry form. Limit 1 entry per person. All requirements of entry must be finalized / completed during the Sweeps Period to be eligible.

Failure to fully and correctly complete and submit the entry form or failure to properly register either the provided X-Series camera or the XF lens received at the Adobe MAX Conference 2015 with Fujifilm during the Sweeps Period will render your entry ineligible. By entering, entrants in the Sweeps agree to be fully bound by these Official Rules and Sponsor's determinations, which in all instances shall be final. By entering, each entrant agrees to release Sponsors from all liability relating to this Sweeps, or participation in it. Sponsors will not answer any communications regarding entries. No responsibility is assumed by Sponsors for late or misdirected entries or for transmission or submission errors. Sponsors are not responsible for any failure of any computer system during the Sweeps Period, including without limitation the Sweeps entry site or the Fujifilm product registration site, or for any technical malfunction of any computer on-line systems or servers, or failure of any entry form or registration to be received on account of technical problems or traffic congestion on the Internet, or otherwise any issue which may affect an entrant's ability to participate in the Sweeps.

5. Odds of Winning, Selection of Winners, and Prizes. Five (5) grand prize winners will be selected by Sponsors from among all valid entries received during the Sweeps Period in a

random drawing from the pool of eligible entries. Each grand prize winner will receive one (1) XF55-200mm lens. Total approximate value of each grand prize is \$699.95 (USD). Aggregate approximate value of all prizes offered in this Sweeps is \$3,499.75 (USD). Sponsors reserve the right to substitute a prize of equal or greater value at their discretion. No cash substitution or transfer of prize by prize winners will be permitted. Odds of winning will be based on the number of eligible entries received in the Sweeps. All federal, state, and local taxes are the responsibility of the prize winners. Please allow 4-6 weeks after validation for delivery of prize.

6. Prize Notification and Acceptance. The selected prize winners will be notified by email to the email address provided on the entry form on or about 11/11/2015. The prize winners (and/or their parent or legal guardian in the event prize winner is under the age of majority) will each be required to sign and return an Affidavit of Eligibility / Liability Release confirming the winner's identification and eligibility, and releasing Sponsors from liability relating to the prize awarded. Prize winners will also be required to provide a valid street address (no PO Boxes) for prize delivery. 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 Sponsors within seven (7) business days of the date sent, or if any prize notification or email communication is returned as non-deliverable or if a winner is found to be ineligible or not in compliance with these Official Rules, disqualification may result and that winner's prize will be awarded to a selected alternate. Sponsors will not 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 that accompanies the awarded prize will be the sole remedy available to the prize winners regarding the prizes that are provided in connection with the Sweeps. The limited warranty is applicable to the prize winner only and is not transferable to any subsequent owner of the provided lens.

7. 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 Sponsors that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweeps, Sponsors reserve 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.

8. Prize Winners List. For a list of the Sweeps grand prize winners, mail a self-addressed, stamped envelope to: Fujifilm Adobe MAX XF55-200mm Sweepstakes Prize Winners List Request, c/o Marketing Department, FUJIFILM North America Corporation, at 200 Summit Lake Drive, Valhalla, NY 10595 by 12/31/2015.