

**FUJIFILM North America Corporation**  
**“Rethink Pro Photography with X Series” Sweepstakes**  
**Official Rules**

**1. No Purchase Necessary.** **NO PURCHASE IS NECESSARY** to enter the “Rethink Pro Photography with X Series” Sweepstakes (the “Sweeps”). This Sweeps is being conducted by FUJIFILM North America Corporation of 200 Summit Lake Drive, Valhalla, NY 10595 and its promotional agencies (“Sponsor”). A copy of these Official Rules can be found online at [www.FUJIFILMXSeriesSweepstakes.com](http://www.FUJIFILMXSeriesSweepstakes.com) and a copy may be obtained by sending a self-addressed stamped envelope to Sponsor for receipt by close of business on November 14, 2016.

**2. Not Associated with Instagram.** **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 the Sponsors and not to Instagram. Any questions, comments, or complaints regarding the Sweeps should be directed at Sponsors, and not to Instagram.

**3. Time Period.** The Sweeps begins at 6:00 p.m. Eastern Time (ET) on September 08, 2016 and ends at 11:59 p.m. ET on October 31, 2016 (the “Sweeps Period”). No entries will be accepted after expiration of the Sweeps Period.

The Sweeps is open to all legal residents of the 50 United States and Washington D.C. who are at least 18 years of age at time of entry. Employees and the immediate family members of Sponsor (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. Sweeps is subject to all applicable laws.

**4. How to Enter the Sweeps.** To enter, during the Sweeps Period, entrants are required to BOTH (i) post an original photograph of any family appropriate person, item, event or scene (NOTE that photos relating to FUJIFILM X Series are preferred, but not required) using your personal Instagram account, and using EACH of the captions specified below, **and** (ii) complete and submit the online entry form at [www.FUJIFILMXSeriesSweepstakes.com](http://www.FUJIFILMXSeriesSweepstakes.com). Limit one entry per person and per Instagram account. Properly completed / submitted entry must be received by Sponsor during the Sweeps Period to be eligible.

**Posting of Photograph on Instagram.** Use of someone else’s Instagram account is not permitted. Entry posting of the photograph on your personal Instagram account must include **EACH OF “@FujifilmX\_US”, “#FujifilmX\_US”, “#RethinkProPhotography”** as a caption. **Photo postings that do not include each of these 3 captions will not be eligible for Sweeps entry.**

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 made public through Instagram, and must remain on your personal Instagram account through October 31, 2016. Entrants removing photographs prior to October 31, 2016 will be disqualified. The entrant acknowledges the public nature of the entry posting and agrees to such as a condition to participation in the Sweeps. Sponsor reserves the right to untag any entry photograph that is found to be indecent, obscene, offensive, or otherwise objectionable to Sponsor, and to disqualify the posting / submitting entrant. Each entrant represents and warrants that he or she is the original

photographer of the posted and submitted photograph, and that he or she has the full right and authority to post and submit the photograph as part of this Sweeps. To the extent that individuals are depicted in the photograph, the submitting entrant represents and warrants that he or she has the full authorization and consent of all persons appearing in the photograph to post and submit the photograph for purposes of entry into the Sweeps. Sponsor disclaims all responsibility for any photographs posted or submitted as part of this Sweeps.

Failure to correctly provide or post a photograph will render your entry ineligible. Proof of entry transmission does not prove date or time of posting receipt. Note that assuming the content of your photo is not indecent, obscene, offensive or otherwise objectionable as noted above, the content or quality of the posted photographic image will not be a factor in the selection of the winner, as the winner of this Sweeps is randomly selected.

**Completion of Online Entry Form.** In order to complete the entry, entrants must also visit **www.FUJIFILMXSeriesSweepstakes.com** and enter your name, email address, birthdate, phone number, state of residence and Instagram handle on the official entry form of the Sweeps where referenced. As part of the entry process, entrants will 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 your entry. Failure to fully and correctly complete and submit the entry form 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 Instagram and Sponsor from all liability relating to this Sweeps, or participation in it. Except with respect to any photographs, all entries will become the property of Sponsor upon receipt. Sponsor will not answer any communications regarding entries. No responsibility is assumed by Sponsor for late or misdirected entries. Sponsor 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.

**To Enter Without Submitting a Photo:** Fill out your name, email address, birthdate, phone number, state of residence and Instagram handle on a 3” x 5” index card and mail to Sponsor for receipt by Sponsor prior to expiration of the Sweeps Period at: Fujifilm “Rethink Pro Photography with X Series” Sweepstakes Alternative Entry Method, FUJIFILM North America Corporation, 200 Summit Lake Drive, Valhalla, NY 10595. Note that proof of mailing does not constitute proof of receipt by Sponsor.

**5. Odds of Winning, Selection of Winner, and Prize.** One (1) grand prize winner will be selected by Sponsor from among all valid entries received during the Sweeps Period in a random drawing from the pool of eligible entries. The random drawing will occur on or about November 1, 2016 at Sponsor’s offices at 200 Summit Lake Drive, Valhalla, New York or as otherwise determined by Sponsor, from all eligible entries received during the Sweeps Period. The grand prize winner will receive one (1) FUJIFILM X-T2 Camera with XF18-55mm Lens Kit and (1) Fujifilm/Domke Co-Branded F-803 Camera Bag. Total approximate value of grand prize is \$2,129.94 (USD). Aggregate approximate value of all prizes offered in this Sweeps is \$2,129.94 (USD). Sponsor reserves the right to substitute a prize of equal or greater value at its discretion. No cash substitution or transfer of prize by prize winner 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 winner. Prize winner agrees to provide social security number and otherwise complete necessary tax documentation as a condition to receiving the prize. Please allow 4-6 weeks after validation for delivery of prize.

**6. Prize Notification and Acceptance.** The prize winner will be notified by direct message on Instagram and to their Instagram account and via an email sent to the email address provided on the online entry form. The prize winner will be required to complete, sign and return an Affidavit of Eligibility / Liability Release and tax documents confirming the winner's identification and eligibility, and releasing Sponsor and Instagram from liability relating to the Sweeps and 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 Sponsor within seven (7) 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 Sponsor 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.

**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 Sponsor that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweeps, Sponsor 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.

**8. Prize Winner's Name.** The name of the prize winner will be posted at [www.instagram.com/fujifilmx\\_us](http://www.instagram.com/fujifilmx_us). For the name of the Sweeps winner, mail a self-addressed, stamped envelope to: Fujifilm "Rethink Pro Photography with X Series" Sweepstakes Winner, FUJIFILM North America Corporation, 200 Summit Lake Drive, Valhalla, NY 10595 by November 30, 2016.