

FUJIFILM North America Corporation
FUJIFILM Valentine's Day Pink X100T Sweepstakes
Official Rules

1. No Purchase Necessary. NO PURCHASE IS NECESSARY to enter or win the FUJIFILM Valentine's Day Pink X100T Sweepstakes (the "Sweeps"). This Sweeps is being conducted by FUJIFILM North America Corporation of 200 Summit Lake Drive, Valhalla, NY 10595 ("Sponsors"). A copy of these Official Rules can be found online at www.fujifilmsweepstakes.com and a copy may be obtained by sending a self-addressed stamped envelope to FUJIFILM North America Corporation at 200 Summit Lake Drive, Valhalla, NY 10595 for receipt by close of business on February 16, 2016.

2. Time Period. The Sweeps begins at 5:00 p.m. Eastern Time (ET) on 1/13/2016 and ends at 11:59 p.m. ET on 2/14/2016 (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 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.fujifilmsweepstakes.com and enter your name, email address, birthdate, phone number, and state of residence on the official entry form 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. Limit 1 entry per person. Entry must be received during the Sweeps Period to be eligible.

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 Fujifilm's determinations, which in all instances shall be final. By entering, each entrant agrees to release Fujifilm from all liability relating to this Sweeps, or participation in it. Fujifilm will not answer any communications regarding entries. No responsibility is assumed by Fujifilm for late or misdirected entries or for transmission or submission errors. 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 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. One (1) grand prize winner 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. The grand prize winner will receive one (1) limited release pink FUJIFILM X100T Camera. Total approximate value of grand prize is \$1,499.99 (USD). Aggregate approximate value of all prizes offered in this Sweeps is \$1,499.99 (USD). The grand prize is not available on the market and may not be of identical quality and characteristics of the FUJIFILM X100T cameras offered at retail. 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 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. Please allow 4-6 weeks after validation for delivery of prize.

6. Prize Notification and Acceptance. The selected grand prize winner will be notified by email to the email address provided on the entry form on or about 2/18/2016. The prize winner

will be required to sign and return an Affidavit of Eligibility / Liability Release confirming the winner's identification and eligibility, and releasing Fujifilm from liability relating to the prize awarded. Prize winner 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 Fujifilm within seven (7) business days of the date sent, or if any prize notification or email communication is returned as non-deliverable or if the 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. Fujifilm 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 winner regarding the prize that is provided in connection with the Sweeps. The limited warranty covers functionality only and is not applicable to limited release features such as camera color or artistic design features. The limited warranty is applicable to the prize winner only and is not transferable to any subsequent owner of the camera.

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 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.

8. Prize Winners List. The validated grand prize winner will be posted on or about 2/18/16 to www.facebook.com/FujifilmXUS and on Sponsor's Twitter and Instagram handles @FujifilmX_US. Alternatively, for the name of the Sweeps grand prize winner, mail a self-addressed, stamped envelope to: Fujifilm Valentine's Day Pink X100 Sweepstakes Prize Winner Request, c/o Marketing Department, FUJIFILM North America Corporation, at 200 Summit Lake Drive, Valhalla, NY 10595 by 12/31/2015.