

FUJIFILM INSTAX “15 days ‘til Christmas” Sweepstakes **Official Sweepstakes Rules**

NO PURCHASE NECESSARY TO ENTER OR WIN. To enter the FUJIFILM INSTAX “15 days ‘til Christmas” Sweepstakes, navigate the Internet to Fujifilm INSTAX Facebook page, (<https://www.facebook.com/FUJIFILM.INSTAX>). Watch the 3 “Do It Yourself” holiday craft videos (<https://www.facebook.com/photo.php?v=1015184999903568>). Then click on the Sweepstakes ICON in the Facebook Tray to enter. Provide all the requested information on the **Sweepstakes Registration and Entry Form** as further outlined in the “How to Enter” Section below. **THIS SWEEPSTAKES IS IN NO WAY SPONSORED, ENDORSED, OR ADMINISTERED BY, OR ASSOCIATED WITH, FACEBOOK OR ANY OTHER SOCIAL MEDIA SITE. BY PARTICIPATING IN THIS SWEEPSTAKES, YOU ARE PROVIDING YOUR INFORMATION TO FUJIFILM NORTH AMERICA CORPORATION, AND NOT TO FACEBOOK OR ANY OTHER SOCIAL MEDIA ORGANIZATION.**

Sweepstakes Period and Eligibility. This Sweepstakes is being conducted by FUJIFILM North America Corporation, 200 Summit Lake Drive, Valhalla, NY 10595, its affiliates and agencies (the “Sponsors”). Sweepstakes begins and entries will be accepted commencing as of **December 10, 2013 at 12 p.m. EST.** Sweepstakes will close and no more entries will be accepted as of **December 24, 2013 at 11 p.m. EST.** Final random drawing is currently anticipated to be on or about December 30, 2013 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, Washington, D.C. and Canada (**EXCLUDING QUEBEC**), who are 14 years of age or older at time of entry and who have completed the FUJIFILM INSTAX “15 days ‘til Christmas” Sweepstakes. **RESIDENTS OF QUEBEC ARE NOT ELIGIBLE FOR THIS SWEEPSTAKES, AND THIS SWEEPSTAKES IS VOID IN QUEBEC.** 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. Navigate to the FUJIFILM INSTAX Facebook page (<https://www.facebook.com/FUJIFILM.INSTAX>) and watch the 3 “Do It Yourself” holiday craft videos (<https://www.facebook.com/photo.php?v=1015184999903568>). Then click on the Sweepstakes ICON in the Facebook Tray to enter into the “15 days ‘til Christmas” sweepstakes. Complete all the personal entry information requested on the Sweepstakes Registration and Entry Form, including name, phone number, email address and confirmation of age. By entering this Sweepstakes, you agree to be bound by these Official 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. ALTERNATIVELY, YOU MAY ENTER USING FREE INTERNET ACCESS, AVAILABLE AT LOCAL PUBLIC LIBRARIES AND OTHER PLACES. FREE EMAIL AND FACEBOOK ADDRESSES ARE WIDELY AVAILABLE (e.g., Gmail.com, Yahoo.com, Hotmail.com, FACEBOOK.COM, etc.).** Limit one (1) entry per person, and per email address. 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 this 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.

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 INSTAX page (<https://www.facebook.com/FUJIFILM.INSTAX>).

Prizes. TOTAL ARV OF PRIZES to be awarded: \$1,799.70. All prizes will be awarded and shipped to prize winners at Sponsor's expense.

FIFTEEN (15) Grand Prizes (prize package ARV: \$119.98): FUJIFILM INSTAX™ Mini 8 instant camera (ARV: \$99.99); and 1 INSTAX™ Mini Instant Film Pack (ARV: \$19.99).

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 4-6 weeks after validation for receipt or arrangement of receipt of prize. You are not an official FUJIFILM INSTAX "15 days 'til Christmas" 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 December 30, 2013 at 12:00 p.m. EST. Alternate winners will be selected at the same time.

Prize Acceptance. Potential winners (and/or his or her parent or guardian in the event the prize winner is less than 18 years old) will be notified by overnight mail, telephone or email and will be required to sign, notarize and return when requested an Affidavit of Eligibility, a Prize Release and, except where prohibited, an Advertising/Publicity Release confirming the winner's identification and eligibility, releasing Sponsors from liability relating to the prize awarded, and providing Sponsors with the right to obtain (upon Sponsor's request) and display and use a photo of the winner, as well as his or her name and city/state or city/province of residence on Sponsors' website, Facebook or social media sites, and in related promotional materials. Canadian prize claimants must correctly answer a mathematical skill-testing question to receive a prize. If the winner is a minor in his/her state or province of residence, forms must be executed by his/her parent or legal guardian. 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 for the applicable category. 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 this 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 this Sweepstakes.

Prize Winners List. For names of the winners, visit FUJIFILM INSTAX Facebook page (<https://www.facebook.com/FUJIFILM.INSTAX>). The Grand Prize Winners will be posted once all prizes have been awarded. Or you may mail a self-addressed, stamped envelope to: **FUJIFILM INSTAX "15 days 'til Christmas" Sweepstakes Winners**, P.O. Box 735, North Branford, CT 06471 by January 31, 2014.

Void Where Prohibited, Disputes and Availability of Official Rules. This Sweepstakes is void in Quebec, Canada and 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. For a printed copy of the FUJIFILM INSTAX "15 days 'til Christmas" Sweepstakes Official Rules, send a self-addressed stamped envelope to: **FUJIFILM INSTAX "15 days 'til Christmas" Sweepstakes Rules**, P.O. Box 736, North Branford, CT 06471 by end of the Sweepstakes Period. Limit one Rules request per envelope. Requests for the Rules which are received after the Sweepstakes Period will not be honored.