

LIVING IN HD REFERRAL AND NEW MEMBER SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN, NOR WILL A PURCHASE IMPROVE ONE'S CHANCES OF WINNING.

1. SPONSOR: Panasonic Corporation North America, 1 Panasonic Way, Secaucus, NJ 07094.

2. ADMINISTRATOR: Ventura Associates, Inc., 1040 Sixth Avenue, New York, NY 10018, an independent judging organization whose decisions are final and binding with respect to the Sweepstakes.

3. ENTRY: The Living in HD Referral Sweepstakes ("Sweepstakes") may only be entered via the Internet, during the period commencing at 12:01:01 A.M., July 1, 2009 and ending at 11:59:59 P.M., July 31, 2009 ("Term"). The referral portion of the sweepstakes may only be entered by a registered member ("Member") of livinginhd.com ("Website") by logging onto the Website, logging in with User Name and Password and following the "How to Enter" instructions ("Entry"). If you become a new Member ("New Member") during the Term, you will automatically be given one (1) Entry into the Sweepstakes. New Members may earn additional entries (and Members who joined the livinginhd community prior to July 1, 2009 ("Existing Members") may earn Entries) into the Sweepstakes by listing names/email addresses of friends who may be interested in livinginhd.com ("Referral") on the sweepstakes entry page, and for each Referral who becomes a Member, the original referring Member gets one (1) Entry. The first time New Members (or your Referral) enter, you (or your Referral) will be asked to create a profile which must include a [1] username (collectively, "Profile") and optional [2] sharing some personal interests, and [3] uploading a photo or video. For purposes of these Official Rules ("Rules"), all times and dates are Eastern Time. If you are not a Member, you may become a Member for free by visiting the Website and registering by providing the requested information on the Registration Form through the link on the site: "Become a Member?" Upon becoming a Member by registration, you may enter the Sweepstakes by following the above instructions. Normal Internet access and usage charges imposed by your on-line service will apply. It is your sole responsibility to notify the Sponsor if you change your e-mail address ("Address"). To do so, go to livinginhd.com, log into your Website account with your User Name and Password, click on "Edit Profile" and follow the instructions on how to change the Address or any other information in your Profile.

4. LIMITATIONS: All Entries for the Sweepstakes must be received by 11:59:59 P.M. on July 31, 2009. In order to generate entries from a Referral, the Referral must have become a Member prior to July 31, 2009. Entries are limited to one Entry per New Member per email address during the Term unless the New Member (or an Existing Member) takes part in the Referral program in which case there is no limit as long as each Referral becomes a Member. In the event of a dispute regarding the identity of the person submitting an Entry, the Entry will be deemed to be submitted by the person in whose name the Address is registered. Entries by any method other than set forth above in Paragraph 3 are void. Any use of automated or programmed methods of effecting Entry is prohibited. Open only to persons who are, as of Entry, 18 years of age or older; legal residents of, and physically located within, the 50 United States or D.C. ("Territory") and not employees of the Sponsor or the Administrator; their

respective parent, subsidiary or affiliated companies; or the advertising, promotional or fulfillment agencies of any of them (individually and collectively, "Entities"); nor members of their households or immediate families. Neither the Entities, nor any of their officers, directors, shareholders, employees, agents or representatives (individually and collectively, "Releasees") are responsible for Entries from persons residing, or physically located, outside the Territory; Entries that are altered, delayed, deleted, destroyed, fraudulent, improperly accessed, inaccurate, incomplete, interrupted, late, lost, misrouted, multiple, non-delivered, stolen, tampered with, unauthorized or unintelligible; or any printing, production, technical, electronic or other errors; or for lost, interrupted or unavailable network, server or other connections; miscommunications; failed phone, computer hardware or software or telephone transmissions; technical failures; unauthorized human intervention; traffic congestion; garbled or jumbled transmissions; undeliverable e-mails resulting from any form of active or passive e-mail filtering; insufficient space in entrant's e-mail account to receive e-mail; or other errors of any kind, whether due to electronic, mechanical or human error or other causes; even if caused by the negligence of any of the Releasees. Each of such potential Entries will be disqualified. Void where prohibited or restricted by law and subject to all applicable federal, state, local and municipal laws and regulations.

5. PRIZE AND APPROXIMATE RETAIL VALUE ("ARV"): ONE (1) GRAND PRIZE: a 54" Viera V10 Series Plasma Television (ARV: \$2,599.95). Prize value is based on the Manufacturer's Suggested Retail Price ("MSRP"), and Sponsor is not responsible for any difference between the MSRP and what the products are currently being sold for at retail. Any depiction of a prize is for illustrative purposes only. Prize is not redeemable for cash or transferable. No substitutions are allowed except, at Sponsor's sole discretion, a prize of equal or greater value may be substituted. Prize will be awarded provided a sufficient number of eligible Entries are received and prize validly claimed by October 31, 2009, after which no alternate winners will be selected, nor unclaimed prizes awarded.

6. PROCEDURES: The Administrator will conduct the random drawing for the Sweepstakes to select the potential winner and alternates from all eligible Entries received for the Sweepstakes on or about August 10, 2009. Odds of winning the Sweepstakes depend on the total number of eligible Entries received.

7. WINNER: Potential winner will be notified by overnight mail on or about three (3) business days after drawing; and prize will be sent on or about 8-12 weeks after receipt of required documents. All responsibilities of a minor (as defined by state of primary residence) under the Rules will be assumed by the parent/legal guardian ("Parent"). Disqualification and the selection of an alternate winner may result from any of the following: **[1]** potential winner's failure to execute and return an Affidavit of Eligibility/Liability/Publicity Release with five (5) business days after it is mailed; **[2]** the return of any notification or any prize as undeliverable; **[3]** potential winner's failure to provide Administrator with satisfactory proof that he/she is the authorized account holder of the Address associated with the winning Entry; **[4]** potential winner's failure to validly claim any prize by October 31, 2009; **[5]** potential winner's failure to claim a prize within ten (10) days after it is sent and **[6]** any other non-compliance with Rules. All taxes are solely the responsibility of the winner. To obtain a winners list (after August 31, 2009), send a self-addressed, stamped #10 envelope to: Living in HD Referral Sweepstakes Winner's List, c/o Ventura Associates, Inc. Dept. RG, 1040 Sixth Avenue, NYC, NY 10018. A copy of the Rules may be obtained by printing this web page (<http://livinginhd.com/dox/officialRulesReferralProgram.pdf>).

8. PRIVACY POLICY/DATA COLLECTION: Information provided by you under this Sweepstakes is subject to Sponsor's privacy policy located at http://www.panasonic.com/pol_docs/copyright-prv.asp.

9. CONDITIONS: Each entrant by entering the Sweepstakes agrees that: **[1]** he/she has all rights, permissions and consents necessary to grant the rights to Sponsor as expressed herein; **[2]** he/she will abide by and be bound by the Rules and Sponsor's decisions, Terms of Use and Privacy Policy; **[3]** the Entry becomes solely the Sponsor's property and will not be acknowledged; **[4]** the Releasees are not responsible for claims, injuries, losses or damages of any kind resulting, in whole or in part, directly or indirectly, from the awarding, delivery, acceptance, use, misuse, possession, loss or misdirection of any prize; participation in the Sweepstakes or in any activity related thereto or from interaction with, or downloading of, computer Sweepstakes information; **[5]** winner's acceptance of the prize constitutes the grant to Sponsor and assigns of an unconditional right to use winner's name, address (city and state only), voice, likeness, photograph, biographical and prize information and/or statements about the promotion for any publicity, advertising and promotional purposes without additional compensation, except where prohibited by law; **[6]** in the event of viruses, bugs, unauthorized human intervention, Acts of God, acts or regulations of any governmental or supra-national authority, war, national emergency, accident, fire, riot, strikes, lock-outs, industrial disputes, acts of terrorism, or other matters beyond the Sponsor's reasonable control, corrupt, prevent or impair the administration, security, fairness or proper play of the Sweepstakes, so that it cannot be conducted as originally planned the Sponsor has the right to cancel, modify, terminate or suspend the Sweepstakes; and in such event, to select winners by such method as Sponsor in its sole discretion shall consider equitable; **[7]** the Releasees are not responsible for typographical or other errors in the offer or administration of the Sweepstakes, including but not limited to: errors in the advertising, Rules, selection and announcement of winners and distribution of prizes; **[8]** any portion of the prize not accepted or used by the winner will be forfeited; **[9]** the Releasees are not responsible for any inability of the winner to accept or use the prize (or any portion thereof) for any reason; **[10]** Sponsor has the right to disqualify any individual found to be: **(a)** tampering or attempting to tamper with the entry process or the operation of the Sweepstakes or the Website; **(b)** violating the Rules; **(c)** violating the terms of service, conditions of use and/or general rules or guidelines of any Sweepstakes property or service; or **(d)** acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person; **[11]** Sponsor has the right to lock out an entrant whose eligibility is in question or who has been disqualified or is otherwise ineligible to enter the Sweepstakes; **[12]** since any attempt by an entrant to deliberately alter or damage the Website or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws, Sponsor shall have the right to seek damages from any such entrant to the fullest extent permitted by law; **[13]** any dispute that arises regarding the meaning or interpretation of the Rules shall be resolved by applying the laws of New Jersey, without regard to conflict of laws provisions therein, and shall be solely and exclusively brought in the state or federal courts located within that state; **[14]** except as stated in the manufacturer's product warranty, prizes are awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied, (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose); **[15]** Sponsor shall have the right to make such changes to the Profile and make such uses thereof as it deems necessary or desirable, including but not limited to the right to use, edit, and reproduce and/or alter said Profile in perpetuity, in its entirety or in part, for any commercial and promotional purposes worldwide without any consultation or additional permission, or compensation, credit or attribution; **[16]** any remedies that an entrant may have against Sponsor or Releasees in connection with the Sweepstakes shall be limited to the right to recover damages, if any, in an action at law, and entrant hereby waives any right or remedy in equity, including any right to

rescind Sponsor's right and interest in and to the materials or to enjoin or restrain the production, marketing, publishing, exploitation, distribution or exhibition of the Profile, or any other related materials, including but not limited to any advertising relating thereto; **[17]** there will be no residual or any other type of payment due entrant or any third party in connection with any use or distribution of the Profile or related content; **[18]** Sponsor reserves the right to make any use, including no use, of the Profile, and related content, and to determine the medium for its exhibition, if any, at any time, and **[19]** the Releasees are not responsible if a prize becomes unavailable for any reason, and in such case, Winner will be provided a substitute prize which prize will be chosen in Sponsor's sole discretion.