

PANASONIC LIVING IN HD/BLURB CONTEST OFFICIAL RULES (“Official Rules”)

1. SPONSOR: Contest is sponsored by Panasonic Corporation North America, 1 Panasonic Way, Secaucus, NJ 07094. (“**Sponsor**”)

2. ELIGIBILITY: The Panasonic Living in HD/Blurb Contest (“**Contest**”) is open to any individuals who

- (a) Is a legal resident of the fifty (50) United States or the District of Columbia; and
- (b) Is 18 years of age or older at the time of entry (or has reached the age of majority in their state of residence where the age of majority of over 18 years of age); and
- (c) Is of good moral character, has never been convicted of a crime of any nature (other than a misdemeanor that did not involve personal injury, drugs or alcohol), and has nothing in his/her background that would be an embarrassment to Sponsor should the individual be selected as the winner of the Contest; and
- (d) Is willing to comply in full with these Official Rules and all other terms and conditions of the Contest or upon request from Sponsor; and
- (f) Is not excluded from eligibility by these Official Rules and/or the other terms and conditions of the Contest; and

Each individual, who is in full compliance with the above criteria, shall be referenced herein as an “**Entrant**” or, collectively with other such individuals, as “**Entrants**.” Each Entrant must be willing to sign an affidavit attesting to the truth of all facts stated in such Entrant’s entry and further attesting to the fact that each Entrant meets all eligibility requirements stated above and herein.

Employees of Sponsor, Blurb, Ventura Associates, Inc., or any other advertising, promotion or other agencies or business partners involved with or retained to provide services in connection with the Contest, and/or any of their respective affiliates, parent or related entities, subsidiaries, or successors of any such individuals or entities, are not eligible to enter or win the Contest. Nor are the immediate family members (including parent, former spouse, children, grandchildren, dependents, siblings or others similarly related) of and/or those living in the same household as each such employee eligible to enter or win. All determinations of eligibility shall be made by Sponsor in its discretion. By submitting an entry, entering online and/or uploading photos, each Entrant agrees that he/she has read and consents to be bound by and comply with the Official Rules at time of submission and throughout the Contest. Any exercise of discretion by Sponsor shall mean in its “sole and unfettered discretion.”

3. HOW TO ENTER: The Contest will take place in three (3) entry periods or waves (“**Wave**”). Wave one (1) will begin on January 25, 2010 at 12:01 a.m. (ET) and will end on March 12, 2010 at 11:59 p.m. (ET) (“**Entry Period/Wave 1**”); Wave two (2) will begin on March 15, 2010 at 12:01

a.m. (ET) and will end on April 30, 2010 at 11:59 p.m. (ET) ("Entry Period/Wave 2"); Wave three(3) will begin on May 3, 2010 at 12:01 a.m. (ET) and will end on June 18, 2010 at 11:59 p.m. (ET) ("Entry Period/Wave 3") .

The Contest 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 are new to the site and have not yet become a member, you will be asked to become a member by creating a profile which must include all three of the following: **[1]** uploading a photo pertaining to the particular theme of the Wave ("Photo") (see below for details); **[2]** selecting an avatar, and **[3]** determining a username (collectively, "Profile").

If you are currently already a Member, and you have not yet selected an avatar or determined a username, you must do so in order to be eligible to enter a Photo in the Contest. Once you are a Member, in order to qualify for each subsequent Wave, you must log in using your username and password. Then you must fill out the entry form and upload an additional unique photo to the community pertaining to the particular theme of the Wave you are entering. LIMIT: ONE PHOTO PER MEMBER PER DAY.

Themes for Photos: Each Entry Period will have a different theme, and your picture must pertain to that particular theme. Entry Period/Wave 1 (January 25-March 12) – **Living Life in Color**; Entry Period/Wave 2 (March 15-April 30) – **Living Life to the Fullest**. Entry Period/Wave 3 (May 3-June 18) –**Living Life On The Edge**;

All such information being referenced herein, individually and/or collectively, is defined as an "Entry".

Normal Internet access and usage charges imposed by your on-line service provider will apply and will be your sole responsibility. The Website's database clock will be the official time keeper of this Contest. For purposes of these Official Rules, all times are Eastern Time. You may not set up multiple memberships to enter more than once during a particular Wave. If a second or subsequent Entry is received for the same Entrant, only one Entry will be used and the remainder discarded and deemed void, with the Entry used being the one selected by Sponsor in its discretion and by any means it chooses (e.g., by order in time received, randomly, first viewed, or any other means or method Sponsor chooses at any given time without regard for consistency between Entries or Entrants). Incomplete Entries will be discarded and will not be deemed valid for entry.

All Entries (whether complete or incomplete) are and shall at all times remain Sponsor's property as of the time submitted and will not be returned or acknowledged. It is your sole responsibility to notify Sponsor in writing if there is a change in the e-mail address and/or mailing address used for your Entry ("**Address**").

4. ENTRY REQUIREMENTS/CLEARANCES:

(a) Publicity Release: By entering the Contest, the Entrant consents to the use of all information in the Entry, including, without limitation, Photo, name, likeness and other information, for any and all publicity, or promotional purposes as Sponsor may select in its discretion.

(b) Panasonic Limited License. You may use the Panasonic name and logo for purposes of this Contest only.

(c) No Infringement. The content of the Entry must not infringe third party rights by including, without permission, any copyrighted material, trademarks or logos, company names, labels, symbols, store or building facades, music, photographs, works of art, or images that have been created, distributed, aired or published by others, in any media). The content of the Entry must not violate the intellectual property or other rights of any person or entity.

(d) No Names and Likeness Without Permission: Unless permission has been obtained, an Entry must not include individuals' names, in whole or in part, refer to public figures or contain materials embodying the names, likenesses, photographs, or other identifying elements of any person, living, or dead.

(e) No Illegal, Offensive or Inappropriate Content: The Entry must not, in the sole judgment of the Sponsor, (1) contain words, images or statements considered offensive to individuals of any race, ethnicity, religion, sexual orientation, or socioeconomic group, (2) nor contain any threats to any person, place, business or group, or contain material that is unlawful, (3) nor contain materials that promote bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age. The Entry must not, in the discretion and judgment of the Sponsor, contain any materials that depict illegal acts, are sexually explicit, disparaging, libelous, obscene, violent, hateful, slanderous or contain other inappropriate content, which includes, but not limited to, any display of smoking, alcohol, fire arms, harming of animals, nudity, provocative/suggestive outfits or poses. Content must be in keeping with Sponsor's reputation and image, at Sponsor's discretion.

(f) Obtain Third Party Releases: If the Entry contains any material or elements that are not owned by Entrant and/or are subject to the rights of third parties, the Entrant is responsible for obtaining, prior to submission of the Entry, any and all releases and consents in writing necessary to permit the use and exhibition of the Entry by Sponsor in the manner set forth in these Official Rules, including, without limitation, name and likeness releases for any person who appears in or is identifiable in the Entry.

(g) Entry Must Meet Panasonic Technical Requirements For Uploading. Photo must be color. Recommended format is jpeg. The photo should not exceed 300DPI and be at least 4 x 6 inches in size.

(h) Content and Originality. Each Entry must be the original work of the Entrant, may not have been previously published and may not have won previous awards.

(All of the above requirements and criteria are collectively referred to herein as the "**Requirements & Clearances**").

(g) Automatic Disqualification: In the event any does not effectively pass the *Requirements & Clearances*, the Sponsor will immediately disqualify the Entry in its discretion.

5. JUDGING TO SELECT PRIZE WINNERS:

Entries will be judged by a panel of judges ("Judges") chosen by Sponsor to select all prize winners. It is expected that the judging will take place on or about 2 weeks after the conclusion of each Wave. Entries will be judged on the following criteria:

- Originality and creativity of Photo (50%),

- How well the Photo fits with theme (50%).

Each Entry will be given a score. The Entry with the highest score will be deemed the Grand Prize Winner; the Entries with the next highest scores (second through 50th places) will be deemed the Honorable Mention Winners.

In the event of a tie, the Entry with the highest score in Originality and Creativity will be deemed the winner from among the tying Entries with the highest total score. If ties still remain, Entries will be rejudged using the same criteria. All Entries and scores will be retained until eligible winners are chosen for all prizes.

If the winning Grand Prize Entrant is disqualified or otherwise unable to fulfill the requirements asked of them, a second Entrant (next in line according to score) from among the 49 Honorable Mentions, selected by Judges, may receive any remaining portion of the Grand Prize, or if any of the Honorable Mentions are disqualified, the judges will return to the pool of non winners to select (in vote getting order) any necessary to complete the total of 50 winners.

6. PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"): Each of the following will be awarded for each of the Waves.

ONE (1) GRAND PRIZE (referred hereafter as "Grand Prize") will be awarded to the Entrant selected as the Grand Prize Winner (the "**Grand Prize Winner**") and such Grand Prize will consist of **[1]** having their Photo appear in a Blurb book featuring the Contest Photos ("Contest Book"), **[2]** a Panasonic GF1 Digital Camera valued at approximately (ARV: \$899.95), and **[3]** one (1) coupon for winner's choice of either a Blurb book of their own or a copy of the Contest Book (ARV: \$20). **FORTY NINE (49) HONORABLE MENTIONS:** **[1]** having their Photo appear in "Contest Book," and **[2]** one (1) coupon for winner's choice of either a Blurb book of their own or a copy of the Contest Book (ARV: \$20).

Limit one prize per Member per Address per household per Wave. Camera 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 product is currently being sold for at retail. Any depiction of a prize is for illustrative purposes only. Prizes are not redeemable for cash or transferable. Prizes will be awarded provided a sufficient number of eligible Entries are received and prizes validly claimed by 2 months after the conclusion of each Wave, after which no alternate winners will be selected, nor unclaimed prizes awarded. Coupon is only redeemable for merchandise and/or services on Blurb and is subject to all applicable terms and conditions and will be awarded for online use. Total ARV of all prizes: \$1,899.95 per wave. All expenses not specifically mentioned herein are not included and are solely winner's responsibility. Prizes consist of only those items specifically listed as part of the prize. Sponsor reserves right to substitute prizes of equal or greater values. No other substitutions or transfers of prizes permitted. Sponsor responsible only for prize delivery; not responsible for prize utility, quality or otherwise. Taxes and fees, if any, are the sole responsibility of prize winners, and the Grand Prize Winner for each wave will receive an IRS Form 1099 reflecting the value of his/her prize. In the event that any portion of any prize is cancelled or postponed for any reason, Sponsor will have no obligation to award compensation in lieu thereof, and the remainder of the prize will be awarded.

7. VERIFICATION OF WINNERS AND DELIVERY OF PRIZES: After judging to select prize winners has finished, the potential Grand Prize Winner will be notified. Once the Grand Prize Winner has been verified, the Honorable Mentions will be notified. Notification is described as

follows: Grand Prize Winner will be required to sign an Affidavit of Eligibility and Release of Liability, and, where legally permitted, Publicity Release ("Required Documents"). Honorable Mention Prize Winners will be required to sign a photo release; their prize will be sent via email within 30 days of receipt of signed photo release.

Grand Prize may be awarded to alternate winner with the next highest score as set forth in Rule #5 if Required Documents are not returned within five (5) business days after mailing to winner or if prize notification or prize is returned as undeliverable.

8. RELEASES: By entering the Contest, each Entrant releases Sponsor, Blurb Ventura Associates, Inc., and any of their respective parent companies, subsidiaries, affiliates, directors, officers, employees and agencies (collectively, the "Promotion Entities") harmless against any and all claims and liability arising out of participation in the Contest or any Contest-related activity, including from winner's use or misuse of a prize. Winners assume all liability for any injury or damage caused, or claimed to be caused, by participation in this Contest or use/redemption of any prize.

9. INTERNET: Entrant agrees to be bound by these Official Rules, the Privacy Policy and the decisions of the judges which are final and binding on all matters relating to this Contest. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Contest or in the announcement of the prizes. Sponsor is not responsible for any electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by Sponsor. If for any reason the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, then, subject to any governmental approval which may be required, Sponsor shall have the right to modify, suspend, or terminate the Contest. If technical malfunctions corrupt the entry process, Sponsor reserves the right, in its sole discretion, to award prizes based solely on the non-suspect Entries. In the event of termination, a notice will be posted online and all eligible Entries received prior to termination will be judged, per these Official Rules. Any use of robotic, automatic, programmed or similar methods of participation will void all such submissions by such methods.

10. DISQUALIFICATION: SPONSOR RESERVES THE RIGHT IN ITS DISCRETION TO DISQUALIFY ANY PERSON WHO TAMPERS OR IS SUSPECTED OF TAMPERING WITH THE ENTRY PROCESS. SPONSOR RESERVES THE RIGHT IN ITS DISCRETION TO DISQUALIFY ALL ENTRIES FROM ENTRANTS THAT ARE DEEMED TO BE FRAUDULENT. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE, INCLUDING BUT NOT LIMITED TO, THE WEBSITE, OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OR OTHER RELIEF FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT OF THE LAW.

11. GRANT OF RIGHTS: By submitting an Entry, each Entrant hereby grants Sponsor and its agencies and assigns, the non-exclusive, perpetual, royalty free license to display, reproduce,

edit, combine and create derivative works of his/her photo by any means in any media whatsoever, without additional notice or compensation.

12. NO OBLIGATION TO USE: Other than to announce the prize winners, Sponsor shall have no obligation (express or implied) to use any Entry in advertising, merchandising or promotion or to otherwise distribute, publicize or exploit any Entry or, if commenced, to continue the distribution, publication or exploitation thereof, and Sponsor may at any time abandon the use of any Entry for any reason, with or without legal justification or excuse, and Entrants shall not be entitled to any damages or other relief by reason thereof.

13. WINNERS' LIST: For a list of winners (after June 30, 2010 and before September 30, 2010), send a self-addressed, stamped envelope to: Panasonic Living In HD/Blurb Contest, Winners, C/O Ventura Associates, Inc., Dept. SG, 1040 Sixth Ave., NYC, NY 10018. Winners will also be posted after selection and verification of winners at www.livinginhd.com.

14. PRIVACY POLICY: By participating in this Contest, Entrants agree to Sponsor's use of their personal information as described in Sponsor's Privacy policy at http://www.panasonic.com/pol_docs/copyright-prv.asp.

15. ADMINISTRATOR: Ventura Associates, Inc. 1040 Sixth Avenue, NYC, NY 10018

16. OTHER PROMOTIONS: Please note Sponsor may be running similar promotions in the future. Your Entry into this Contest is for this Contest only, and you must enter each of any future contests separately.

17. GOVERNING LAW: The Contest is governed by and subject to the laws of New Jersey. All federal, state, and local laws and regulations apply. Void where prohibited by law.