

PANASONIC LIVING IN HD COMMUNITY

MEMBER SELECTION

OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO APPLY OR BE SELECTED.

1. SPONSOR:

Panasonic Corporation North America, 1

Panasonic Way, Secaucus, New Jersey 07094.

2. ADMINISTRATOR:

Ventura Associates, Inc., 1040 Sixth Avenue, New York, NY 10018, an independent administrating organization whose decisions are final and binding with respect to the administration of the Program.

3. DESCRIPTION OF THE SELECTION PROGRAM

The Panasonic Living in HD Member Selection ("Selection Program") is a program in which participants are selected from the entrants who submit applications at LivinginHD.com ("Website") based on the applications that will most successfully aid Panasonic in exploring what it means to live in High Definition ("HD"). An entrant may be a family, a couple, a single individual, a group of friends or co-workers, but the application must be submitted by one representative ("Entrant"). This representative will be the contact person for all matters relating to this Selection Program and must have obtained permission (by means of a signed release) from all other participants to enter on their behalf. Furthermore, any products will be awarded in the name of the Entrant. Sponsor accepts no responsibility for splitting any product awarded or settling any disputes among participants in respect to the Selection Program.

4. HOW TO ENTER

Entrants can complete an application online at the Website from 3:00:01 PM, ET, February 1, 2010 through 11:59:59 AM, ET March 31, 2010 by logging onto the Website, follow the instructions to complete your Application. Two (2) Winners (one (1) per month in February and March) will be selected from all the eligible entries received from visitors to the Website. In order to be considered for the February period, you must submit an Application by 11:59:59 PM (ET) on February 28, 2010; in order to be considered for the March period, you must submit an Application by 11:59:59 PM (ET) on March 31, 2010. Winner will be

selected on or about March 19, 2010 for the February period and on April 20, 2010 for the March period.

Regardless of how you enter, it is your sole responsibility to notify the Sponsor in writing if you change the email address you provided with your Application.

Entrants may be asked to consent to receive reminder e-mails from Sponsor.

Such consent is not a condition of eligibility and does not improve an Entrant's chances of being selected. Such e-mails would be subject to the privacy policy of Sponsor and Entrant may opt out of receiving them at any time. Sponsor reserves the right not to select entries from each method of entry in the quantities listed above if there are no eligible or not enough eligible entries from the method of entry.

5. ELIGIBILITY

Only one Application per group/individual will be accepted. Selection Program is only open to persons who: (a) are 18 or older upon entry (except children of a traditional family who must be at least 13 and have their parent or legal guardian's permission), (b) are legal residents of, and physically located within and eligible to work in, the 50 United States or the District of Columbia, (c) are not employees of Sponsor or Administrator or their respective parent, subsidiary or affiliated companies, or the advertising, promotional or fulfillment agencies of any of them (individually and collectively), nor members of their households or immediate families ("Entities"). In addition, Entities are not responsible in any way for Applications that are altered, delayed, deleted, destroyed, fraudulent, illegible, improperly accessed, inaccurate, incomplete, interrupted, late, lost, misrouted, multiple, mutilated, non-delivered, postage-due, 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 emails resulting from any form of active or passive email filtering; insufficient space in Entrant's email account to receive email; 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 Entities or each of such potential Applications will be disqualified. Selection Program is void where prohibited or restricted by law and subject to all applicable federal, state, local and municipal laws and regulations.

6. GUIDELINES FOR APPLICATION:

Entrants' Applications and any materials produced may not contain any of the following:

- Materials which include or constitute trademarks, trade names or copyrighted works created or owned by any person or entity other than Entrant.
- Materials which contain identifiable commercial product brands (e.g., a board game, a particular brand of cookies, etc.).
- Materials which contain clothing items bearing designer insignia, logos, profanities, or bearing the name or likeness of any celebrity, living or dead.
- Materials which contain visible phone numbers, website links, street addresses, e-mail addresses or license plate numbers.
- Materials which contain profanities, vulgar language, lewd behavior, or are otherwise obscene or inappropriate for a general audience.
- Materials which contain nudity or any depiction of real or simulated sexual acts.
- Materials which contain extensive or gratuitous violence.
- Materials which constitute or contain depictions of actual illegal acts.
- Materials which violate anyone's privacy rights, violate any confidentiality or employment agreement, or which are defamatory.
- Materials which are derogatory to Sponsor, Administrator or any affiliated entity or person.
- Materials which are discriminatory based on race, religion, national origin, physical disability, age, sex, or sexual orientation or preference.
- Materials in which any person under the age of eighteen (18) appears unless that person is a member of the Entrant's traditional family.
- Materials in which any person identifiably appears where no appropriate written release has been obtained from such person granting all rights required herein.
- Materials which contain any computer virus, worm or other harmful computer programming or thing.
- Materials which do not comport with the Application requirements. Applications which do not conform to these guidelines may be disqualified.

7. PROCEDURE/JUDGING:

Applications will be judged on the following criteria: [1] How well Entrant answered the question of why they should be selected: 33 1/3%, [2] How well Entrant answered why they are special or unique: 33 1/3%, and [3] how well suited the family and the location for the product suite is to accomplishing Panasonic's goals of exploring what it means to live in HD: 33 1/3%. In the event of a tie, the selection will be determined based on the highest score for Judging Criteria #1 listed above. In the event of a further tie, selection will be determined based on the highest score for Judging Criteria #2 listed above. In the event of a further tie, selection will be determined based on the highest score for Judging Criteria #3 listed above. Decisions of the Judges are final on all matters relating to the judging of the Applications.

8. PRODUCT: Two (2) Panasonic Product Suites:

The Grand Prize consists of winner's choice of **[1]** one Display Package (choose one from Option A - or Option B - described below), and **[2]** one Video/Camera Package (Choose one from Option C or Option D described below)

[1] Choose one of the following:

Display Package – Option A (MSRP \$11,375.73)

54" HD Plasma TV, Blu- Ray Player, Portable Blu-Ray Player, Receiver, Speakers, Laptop and accessories.

Display Package – Option B (MSRP - \$11,057.45)

50" Plasma TV, 32" LCD TV, Blu-Ray Home Theater Systems, Portable Blu-Ray Player, Toughbook Laptop and accessories.

And,

[2] Choose one of the following:

Video/Camera package – Option C includes: (MSRP – 2,599.85)

A HD Camcorder, SLR Camera, and digital camera; or,

Video/Camera package – Option D includes: (MSRP - \$2,499.85)

A SLR Camera, Digital Camera, and HD Camcorder.

Panasonic will provide professional installation of the system at its cost including mounting the plasma TV on a wall if requested. Not included in the installation is moving and rewiring of non Panasonic provided equipment and the installation or relocation of any power outlets. Providing an HD signal source (over the air, cable or Satellite) is the responsibility of the participant, however to offset that cost Panasonic will provide a cash allowance of up to \$1,000 to cover the cost of the HD

service and or HD programming. All expenses not specifically mentioned herein are excluded and are solely the participant's responsibility. ("Product Suite") Approximate retail value varies based on prize option chosen (as listed above). Any depiction of Product Suite is for illustrative purposes only. Product Suite is not redeemable for cash or transferable. No substitution allowed except, at Sponsor's sole discretion, a product of equal or greater value may be substituted. Elements may not be separated. As a condition of receiving and being given the use of the Product Suite, the Selected Participants must, once the Product Suite has been installed, participate in the Panasonic Living in HD Program. **As part of the Program, Selected Participants and members of his/her family must (a) participate in an in-depth telephone interview (b) cooperate with the Sponsor's representatives (Marketers, Researchers, Film Crew and Factory personnel) who will visit them several times at home and interview them on their lifestyles and using the products, (c) create content (using the Product Suite) in the form of videos and photos to be shared online and via email, (d) create short tutorial videos on how to use some of the products in the Product Suite, (e) participate in a research study that could involve activities such as in-home and telephone interviews, creating diaries, filling out surveys administered by Sponsor's research partner, and (f) participate in one (1) to three (3) public relations events at locations determined by Sponsor and at Sponsor's expense. Sponsor reserves the right to remove the equipment at any time if any of these conditions are not met.**

9. SELECTED PARTICIPANTS:

Potential Selected Participants will be notified by overnight delivery service within 3 weeks of the conclusion of the Selection. Disqualification and the selection of an alternate may result from any of the following: **[1]** Selected Participant's failure to respond to notice within five (5) business days from the date of transmission; **[2]** the return of any notification as undeliverable; **[3]** Selected Participant's (or if a minor, his/her parent or legal guardian) failure to execute and return an Affidavit of Eligibility/Liability/Publicity Release or other required documentation within five (5) business days from the date of transmission; **[4]** Selected Participant's failure to submit a requested statement of originality; **[5]** Selected Participant's failure to submit any requested third party and talent releases; **[6]** Selected Participant's failure to provide Administrator with satisfactory proof that he/she is sufficiently connected to the mailing address associated with an Application; **[7]** any other non-compliance with Rules, including anyone found giving false information. All equipment will remain the property of Panasonic for the duration of the Selected Participant's involvement with the LIHD program. During the course of the program Panasonic may add other equipment to the Product Suite at its sole discretion. At the end of the program, the Selected Participant may return or keep the products. If the Selected Participant chooses to keep the products they will be responsible for any taxes that may be due based on the actual value of the equipment at that time.

10. CONDITIONS:

Each Entrant by submitting an Application agrees that:

[1] each Entrant grants Sponsor an exclusive, perpetual, irrevocable license to reproduce, distribute, display, exhibit, transmit, broadcast, stream, synchronize with visual material, modify, amend, create derivative works, and otherwise use and permit others to use the Application, any and all materials produced while participating in the Living in HD Program (“Program Materials”), without geographic limitation, in any and all media now known or hereafter devised, in all languages and in all versions, and whether or not Entrant is selected as a winner for any commercial and promotional purposes worldwide without any consultation or additional permission, or compensation, credit or attribution (“Rights”); **[2]** Entrants have all rights, licenses, permissions and consents necessary to grant the rights to use the Applications and Program Materials as described above; **[3]** Sponsor’s use of the Applications and Program Materials as described herein will not give rise to any claims of infringement, invasion of privacy, defamation or claims for performance or payment of any kind, including but not limited to payment of re-use fees, residuals or license fees; **[4]** Entrants will indemnify and hold Entities harmless against any and all claims, losses, damages liabilities and expenses (including without limitation any legal and investigative fees) in connection with or as a result of the Application and Program Materials, Sponsor’s exercise of any of the rights granted hereunder, and any breach of Entrant’s representations, agreements and warranties hereunder; **[5]** Sponsor reserves the right to make any use, including no use, of the Application and Program Materials and to determine the medium for its exhibition, if any, at any time; **[6]** Sponsor reserves the right to immediately remove any of the Application or Program Materials from any Sponsor or Sponsor-affiliated websites at any time and for any reason; **[7]** if selected as a Winner, Entrant will cooperate with Sponsor and Sponsor’s agents in all activities as outlined in #1 above; **[8]** should an Entrant fail to meet any deadline as outlined in these Rules, Entrant will be disqualified; **[9]** Sponsor has the right to disqualify any Entrant whose Application or Program Materials is the subject of a legal claim by a third party; **[10]** Entrant grants the unconditional non-exclusive right to Sponsor and assigns to Sponsor the ability to use Entrant's name, address (city and state only), voice, likeness, photograph, Submission, biographical and prize information and/or statements for any purpose, including but not limited to any publicity, advertising or promotional purpose without any compensation or credit, except where prohibited by law; **[11]** Applications will not be acknowledged or returned and all materials (including but not limited to Program Materials), releases and information supplied to Sponsor becomes the Sponsor’s sole property; **[12]** Entrant releases the Entities from claims, injuries, losses or damages of any kind resulting, in whole or in part, directly or indirectly, and assumes all risks, from the awarding, delivery, acceptance, use, misuse, possession, loss or misdirection of the Product Suite; or for liability related to third parties materials or third party services to Entrant, including without limitation, copyright infringement and breach of expressed or implied contract; **[13]** Sponsor is not responsible for claims, injuries, losses or damages of any kind resulting from 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 or threats of terrorism, or other matters beyond the Sponsor's reasonable control, nor are Sponsors in any way responsible for any events that corrupt, prevent or impair the administration, security, fairness or proper play of the Selection Program, so that it cannot be conducted as originally planned, and except where prohibited by law, the Sponsor has the right to cancel, terminate, modify or suspend the Selection Program; and in such event, to select a Selected Participant by such method as Sponsor in its sole discretion shall consider equitable; **[14]** neither Sponsor nor Entities is responsible for typographical or other errors in the offer or administration of the Selection Program, including but not limited to: errors in the advertising, Rules and selection and announcement of a Selected Participant; **[15]** any portion of the Product Suite not accepted or used by a Selected Participant will be forfeited; **[16]** Sponsor has the right to disqualify any individual at any time if such individual is found to be: **(a)** tampering or attempting to tamper with the entry process or the operation of the Promotion or the Website; **(b)** violating the Rules; **(c)** violating the terms of service, conditions of use and/or general rules or guidelines of any Selection Program activity, property or service; or **(d)** acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person; **[17]** Sponsor has the right to bar entry or participation of any Entrant whose eligibility is in question or who has been disqualified or is otherwise ineligible to enter the Promotion; **[18]** any attempt by any Entrant to deliberately alter or damage the Website or undermine the legitimate operation of the Selection Program may be a violation of criminal and civil laws, and Sponsor reserves the right to seek damages from any such Entrant to the fullest extent permitted by law; **[19]** any dispute that arises regarding the meaning or interpretation of the Rules shall be resolved by applying the laws of New York 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; **[20]** any remedies that a Entrant may have against Sponsor or Entities in connection with the Selection Program 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 Application, the Program Materials, or any other related materials; **[21]** 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 Application or Program Materials and no person's participation in the Selection Program is governed by any collective bargaining agreement nor is any collective bargaining agreement applicable to the Living in HD Program responsibilities; **[22]** Sponsor shall have the right to investigate, verify and otherwise review the material and information contained in any Application and Entrant will agree to cooperate with any such review; **[23]** Sponsor reserves the right to change the rules and procedures of this Selection Program, including but not limited to the criteria and means for choosing a Selected Participant, at any time in its sole discretion; **[24]** Sponsor reserves the right to provide any credit (or no credit) in connection with any use of the Application and Program Materials, and **[25]** Selected Participant will be subject to

a background search for felony convictions. Selected Participant will be disqualified if a felony conviction is found, and an alternative Selected Participant may be chosen should time permit.

11. SELECTED PARTICIPANTS

For name of Selected Participants (available 4 weeks after the conclusion of the applicable Selection), send a self-addressed, stamped envelope to: Panasonic Living in HD, C/O Ventura Associates, Inc., Dept. TM, 1040 Sixth Avenue, NYC, NY 10018. A copy of the rules may be obtained by printing this web page.