

FUJIFILM #instaxtour 2019 INSTAX MINI LIPLAY Bundle” Sweepstakes

Official Rules

1. NO PURCHASE NECESSARY TO ENTER OR WIN. A purchase will not increase your chances of winning. The FUJIFILM #instaxtour 2019 INSTAX MINI LIPLAY Bundle” Sweepstakes (the “Sweepstakes”) is being conducted by FUJIFILM North America Corporation, 200 Summit Lake Drive, Valhalla, NY USA 10595 and its promotional agencies (the “Sponsors”). THIS SWEEPSTAKES IS IN NO WAY SPONSORED, ENDORSED, OR ADMINISTERED BY, OR ASSOCIATED WITH, INSTAGRAM OR ANY OTHER SOCIAL MEDIA SITE. BY PARTICIPATING IN THIS SWEEPSTAKES, YOU ARE PROVIDING YOUR INFORMATION TO FUJIFILM NORTH AMERICA CORPORATION, AND NOT TO INSTAGRAM OR ANY OTHER SOCIAL MEDIA ORGANIZATION.

2. Sweepstakes Period and Eligibility. The Sweepstakes begins and entries will be accepted commencing on **Friday, August 23, 2019**. The Sweepstakes will close and no more entries will be accepted after **Thursday, October 24, 2019 at 12 noon EDT** (the “Sweepstakes Deadline,” and the period between August 23 and October 24, 2019 while the Sweepstakes is in effect is referenced herein as the “Sweepstakes Period”). Random drawings to select one winner from among all eligible entries received to date are anticipated to occur on or about Thursday of each week during the Sweepstakes Period, at or about 4 p.m. EST at Sponsor’s headquarters. A total of 9 winners (one per week during the Sweepstakes Period) will be chosen at random. The verified weekly winner will be announced in the comments of the Instagram post **@fujifilm_instax_northamerica** soon thereafter. The Sweepstakes is open to only to legal residents of the USA who are at least 13 years of age at time of entry and who hold a valid Instagram account. Employees and the immediate family members of Sponsor are not eligible to enter or win. Void in Puerto Rico, Canada (including without limitation in the province of Quebec) and wherever prohibited by law. This Sweepstakes is subject to all applicable laws.

Limit 1 entry into this Sweepstakes per U.S. resident, per Instagram account or per email address. All valid entries received will be aggregated for each weekly drawing and each weekly winner will be selected from all valid entries that have been received at any time prior to the drawing date and time, throughout the Sweepstakes Period. Limit 1 prize per person, per Instagram account and per email address.

3. How to Enter. To participate in the Sweepstakes you must (i) be a U.S. resident at least 13 years of age with a valid Instagram account; (ii) follow **@fujifilm_instax_northamerica** during the Sweepstakes Period, and (iii) tag 3 or more friends and hash tagging #instaxtour, and (iv) properly and fully complete the **Sweepstakes Registration and Entry Form**. To enter, entrants must navigate to <https://a.pgtb.me/zVxZVd> and provide their first and last name, phone number and their email address. Entrants must certify on the Sweepstakes Registration and Entry Form as to (i), (ii) and (iii) above. All entries and entrants (including Instagram account activity) are subject to verification by Sponsors. Note that an alternative method of entry is also provided, as described below.

NOTE THAT THIS IS A GAME OF CHANCE AND YOUR INSTAGRAM ACTIVITY, INCLUDING YOUR FOLLOWING @FUJIFILM_INSTAX_NORTHAMERICA AND TAGGING AND HASH TAGGING #INSTAXTOUR HAS NO BEARING, DIRECTLY OR INDIRECTLY ON WHETHER OR NOT YOU WILL WIN THE PRIZE OFFERED IN THIS SWEEPSTAKES.

The Sweepstakes Registration and Entry Form for entry into this Sweeps is located here: <https://a.pgtb.me/zVxZVd>

ALTERNATIVE METHOD OF ENTRY: Visitors of the INSTAX mobile tour truck during the INSTAX tour may also enter this Sweepstakes at the truck during the Sweepstakes Period, by simply completing the Sweepstakes Registration and Entry Form. Using the INSTAX mobile tour truck iPad, complete all the personal entry information requested on the Sweepstakes Registration and Entry Form, including full name, email address, phone number, and confirmation of US residence and age eligibility (must be at least 13 to enter). **Contact an INSTAX mobile tour truck associate when visiting the INSTAX mobile tour truck for assistance and to obtain the truck iPad for this purpose.**

By entering, you agree to be bound by these Official Rules and the decisions of the Sponsors, which shall be final in each instance. INTERNET ACCESS, AND A VALID INSTAGRAM ACCOUNT IS REQUIRED TO ENTER. Entries without all of the requirements 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 the 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.

4. Sweepstakes Entries and Submissions. Sponsors reserve the right to disqualify any entries which Sponsors, at their sole discretion, determine do not meet the eligibility requirements outlined in these Official Rules. If the integrity of a Sweepstakes is compromised in any manner, Sponsors reserve the right to modify that Sweepstakes and conduct a drawing based on all entries received that are unaffected by the problem, and/or to terminate that Sweepstakes. Sponsors reserve the right to disqualify any person who attempts to tamper with any given 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 they contain errors or do not comply strictly with all requirements in these Rules.

In no event will any personal information provided to Sponsors be shared with any third party for third party use. By participating in the Sweepstakes, entrants agree to all of the terms and conditions of the privacy policies and website terms and conditions of the Sponsors, which are incorporated into these Official Rules by reference as applicable. By entering you agree to be bound by these Official Sweepstakes Rules and you acknowledge that the decisions of the Sponsors shall be final and binding in all respects.

5. Prizes. The following prize will be awarded. Odds of winning depend upon the number of eligible entries received prior to each applicable drawing, and during the Sweepstakes Period.

A total of nine (9) winners will be selected (one per week during the Sweepstakes Period as described above). Each winner will receive:

An INSTAX MINI LIPLAY Camera Bundle that includes:

- (1) One (1) FUJIFILM INSTAX MINI LIPLAY camera, Elegant Black; ARV \$159.95
- (2) One (1) FUJIFILM INSTAX Mini white border film pack; ARV \$9.99
- (3) One (1) FUJIFILM INSTAX Mini accordion album; ARV \$6.99
- (4) One (1) FUJIFILM Micro SD Card; ARV \$5.99

Total ARV of each prize package offered: \$182.92. Total ARV of all prizes to be awarded in connection with this Sweepstakes is \$1,646.28.

Prize 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 relating to the provided prize are the sole responsibility of winner, and winner agrees to provide the necessary information to permit Sponsors to issue a 1099 Form as applicable. You are not an official Sweepstakes prize winner until you have duly received an official notification of your winning status from Sponsor, and have been successfully validated. At Sponsor's discretion, you also must sign and return any necessary and requested Affidavit of Eligibility and Liability Release documentation as referenced below.

6. Selection of Winner/Validation. Each Sweepstakes prize winner will be selected at random in a random drawing by Sponsors every Thursday during the Sweepstakes Period at or about 4 p.m. EDT. All drawings will be held at 200 Summit Lake Drive, Valhalla, NY USA 10595 from among all eligible entries received to date in connection with this Sweepstakes. Note that all valid entries received to date during the Sweepstakes Period will be aggregated for each weekly drawing and each weekly winner will be selected from all valid entries that have been received at any time prior to the drawing date and time, through the Sweepstakes Period. Limit 1 prize per person. Alternate winners will be selected at the same time as the prize winner.

7. Prize Acceptance. Potential winner will be notified via email and/or via Instagram post, and may (at Sponsors' election) be required to sign, and return when requested an Affidavit of Eligibility and Liability Release document confirming the winner's identification and eligibility and releasing Sponsors from liability relating to the prize awarded.

If for any reason a selected prize winner is not able to be reached, does not respond to the prize winner announcement provided, or is otherwise not able to be validated within two (2) business days, then an alternative winner will be selected. Prize winner will be required to provide valid U.S. street address (no Post Office Box address permitted) to which prize may be delivered. Prize will be delivered within four (4) weeks of prize winner validation. Any Sponsor requested documents returned by fax or electronically will have the same force and effect as original documents. If any winner is found to be ineligible or not in compliance

with these Official Rules, disqualification may result and prize will be awarded to a selected alternate. In the event of a dispute as to identity of any entrant, the actual individual that owns the applicable Instagram account 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 Instagram, 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 the Sweepstakes. The Limited Warranty that accompanies any elements of the prize awarded will be the sole remedy available to the prize winners regarding any elements of the prize that is provided in connection with the Sweepstakes.

8. Void Where Prohibited, Disputes and Availability of Official Rules. This Sweepstakes is void 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 law 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. The Official Rules of this Sweepstakes shall be available during the Sweepstakes Period at: https://www.fujifilmusa.com/terms_and_conditions/sweeps/pdf/instax_tour_liplay_2019_sweeps.pdf

9. 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 Sponsors that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, Sponsors reserve the right to disqualify any individual who tampers with the entry process, who exceeds the limitations on entry, who does not meet the eligibility requirements, and/or to cancel, terminate, modify or suspend the Sweepstakes and randomly select the winner from valid entries received that are unaffected by the problem, if any.

10. Prize Winner. The name of all Sweepstakes prize winners may be obtained by sending a SASE to: FUJIFILM #instaxtour 2019 INSTAX MINI LIPLAY Bundle " Sweepstakes Prize Winner's List, FUJIFILM North America Corporation, 200 Summit Lake Drive, Valhalla, NY 10595 by **December 31, 2019.**

This Sweeps is not in any way sponsored, endorsed or administered by Instagram or any other social media site.