

**PHOTO WITH SONY CAMERA CONTEST
OFFICIAL RULES**

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT ENHANCE YOUR CHANCES OF WINNING. OPEN ONLY TO ELIGIBLE RESIDENTS OF THE USA AND D.C. (EXCLUDES POSSESSIONS, TERRITORIES) WHO ARE 18+ (19+ in AL, NE) YEARS OLD AS OF THE TIME OF ENTRY. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AT THE TIME OF ENTRY AND/OR DO NOT AGREE TO THESE OFFICIAL RULES.

THESE OFFICIAL RULES CONTAIN A BINDING INDIVIDUAL ARBITRATION CLAUSE AND CLASS ACTION WAIVER. IF YOU DO NOT AGREE TO THESE PROVISIONS, YOU ARE NOT ELIGIBLE TO PARTICIPATE, ENTER OR WIN THIS CONTEST.

1. THE CONTEST; PROMOTION PERIOD: Photo with Sony Camera Contest ("Contest") is sponsored by [Authorized Dealer:] ("Sponsor"). The Contest consists of one (1) prize for the most compelling Submission as more fully set forth below. The Contest begins at 12:00:00 AM Pacific Time ("PT") on **June 15, 2026**, and ends at 11:59:59 PM PT on **August 28, 2026** (the "Promotion Period"). ALL ENTRIES MUST BE RECEIVED NO LATER THAN 11:59:59 PM PT on August 28, 2026. Sponsor's computer is the official clock for the Contest. Void in U.S. possessions, territories and where prohibited by law.

2. HOW TO ENTER – INTERNET ACCESS REQUIRED:

To enter the Contest the entrant must, during the Promotion Period, do the following:

Submit a photo taken with a Sony camera, captured during the Promotion Period, of a (1) portrait, (2) landscape, (3) bird/wildlife, or (4) travel and street (each a "Theme"), based on the judging criteria set forth in Rule 4, in JPEG or TIFF format, on [LOCATION WHERE TO POST OR SUBMIT PHOTO] ("Submission").

Limit of one (1) Submission per Theme per entrant, up to four (4) total Submissions per entrant, but each Submission must be unique and comply with these Official Rules.

IMPORTANT: Winner grants Authorized Dealer, Sony Electronics Inc., and each of their parents, subsidiaries and affiliates, an irrevocable, non-exclusive, royalty-free, fully paid up, sublicensable license to copy, modify, edit, adapt, publish, reproduce, display, distribute or otherwise use (including but not limited to commercial, trade, advertising and/or marketing) the Submission in any form or media (print or electronic including the Internet) including hereinafter created, anywhere in the world, forever. Winner hereby waives all moral rights in the use of the Submission.

3. SUBMISSIONS REQUIREMENTS: Entrant may submit no more than one (1) Submission per Theme, for a total of no more than four (4) Submissions to this Contest, but each Submission must be unique and comply with these Official Rules.

Submissions: (i) **photo must be captured during the Promotion Period; (ii) photo must be taken on a Sony camera and exchangeable image file format (EXIF) data must be embedded in photo;** (ii) may not have been commercially available, won or previously submitted to Sponsor or to any other contest, including third party contests; (iii) must be the exclusive original work of the entrant and made for the Contest and may not include photo manipulation (beyond basic correction) or be or include artificial intelligence; (iv) may not be inappropriate, offensive, libelous or defamatory, pornographic, sexually explicit, unlawful or plagiarized, as determined by Sponsor in its sole discretion; (v) must not be harassing, abusive, threatening, harmful, vulgar, profane, obscene, excessively violent, racially, ethnically or otherwise objectionable or offensive in any way, as determined by Sponsor in its sole discretion; (vi) may not violate or encourage others to violate any applicable law, statute, ordinance or

regulation; (vii) may not defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or property rights or any other third party rights; (viii) may not contain commercial or corporate advertising, including but not limited to corporate logos, brand names and slogans, other than those relating to Sony Electronics Inc.; (ix) must include the appropriate licenses, permissions and/or releases (and a copy will be provided to Sponsor and/or Sony Electronics Inc. promptly upon request) to use any music, images, video, audio, photos, text, or other materials contained in such Submissions from the owners thereof; (x) may not include any website URLs, viruses, worms, corrupt files, Trojan horses, or other forms of corruptive code or content that may harm or compromise the proper conduct of the Contest; (xi) may not use any watermarks or distinguishing artist marks (such as signatures); (xii) must be in the English language or accompanied with an English translation of the audio or visual text; and (xiii) if found to be in violation of these Official Rules will be disqualified from the Contest.

Photo EXIF data may be reviewed to confirm compliance with these Official Rules.

Submissions that are modified with any image editing software or equivalent programs for basic correction are acceptable provided that entrant guarantees that Submission corrections are made via use of legally acquired software. Over-processed images (i.e., images that are no longer a natural representation of the original subject due to excessive sharpening, over-colorization, addition of effects, or other modifications, enhancements, additions or corrections) will be disqualified.

By submitting an entry, entrant represents that (i) entrant has the unrestricted right to submit the entry; (ii) all persons whose name or likeness appears in the Submission ("Entry Participants") have unconditionally consented (including, with regard to, minors by way of parent or legal guardian), in writing, the right to their name and/or likeness in the entry and unconditionally granted entrant, in writing, the right to submit the entry subject to these Contest Rules, a copy of such writing will be furnished to Sponsor upon request; and (iii) the entry does not infringe upon any third party's proprietary or other rights. No damaged, incomplete, forged, or appropriated Submissions are acceptable or eligible for entry in this Contest.

4. SELECTION OF WINNERS: All eligible Submissions will be judged on the following criteria on or about **September 15, 2026** by a judging panel consisting of three (3) Sponsor members ("Judging Panel"), in its sole discretion, and winner will be announced on or about **September 30, 2026**.

- **Impact:** Photo shows ability to immediately grab attention, as well as clarity regarding subject or moment being captured (40%);
- **Technical Quality:** The precision and control demonstrated in execution of the photo, including by assessing sharpness, exposure and lighting (30%); AND
- **Creativity:** Photo shows original thought and creativity, is unique and distinctive (30%).

In the event of a tie of the total amount of the judging criteria score, the Judging Panel will re-evaluate the tied entries according to the above criteria until the tie is broken. All decisions will be final and binding and cannot be appealed.

IMPORTANT: Winner grants Sponsor, Sony Electronics Inc., and each of their parent, subsidiaries and affiliates, an irrevocable, non-exclusive, royalty-free, fully paid-up, sublicensable license to copy, modify, edit, adapt, publish, reproduce, display, distribute or otherwise use (including but not limited to commercial, trade, advertising and/or marketing) the Submission in any form or media (print or electronic including the Internet) including hereinafter created, anywhere in the world, forever. Winner hereby waives all moral rights in the use of the Submission.

5. PRIZE AND ESTIMATED RETAIL VALUE ("ERV"); TOTAL OF ONE (1) CONTEST PRIZE:

One (1) prize winner will receive a prize of:

- (i) USD \$2,000.00 worth of Sony Electronics Inc.'s imaging products (based on the estimated retail value ("ERV")) from the Authorized Dealer/Sponsor (Winner to select Sony Electronics Inc.'s imaging product not to exceed ERV of USD \$2,000.00); and
- (ii) Spotlight winner's Submission in Authorized Dealer's store (if available), website and Instagram and/or X with hashtag #SonyPhotoContest and tagging to @Authorized Dealer, @SonyAlpha and @SonyElectronics for up to four (4) weeks.

The ERV of the total prize package is USD \$2,000.00. All federal, state, and local taxes are solely the responsibility of winner. The ERV represents Sponsor's good faith determination. That determination is final and binding and cannot be appealed.

IMPORTANT: Sponsor has no responsibility for a winner's inability or failure to accept or utilize the prize as described herein. Prize in this Contest is nontransferable, nonassignable, nonredeemable for cash/cash equivalent, and nonsubstitutable, except that Sponsor may, at its sole discretion, substitute the prize or any component thereof with one of equal or greater value.

PRIZE MUST BE REDEEMED WITHIN ONE (1) YEAR OR WINNER AGREES THAT THE PRIZE OR BALANCE OF PRIZE NOT USED IS FORFEITED, NULL AND VOID. IF THE WINNER DOES NOT REDEEM THE FULL PRIZE AMOUNT AS STATED HEREIN, THE REMAINING BALANCE WILL NOT BE REFUNDED INCLUDING BUT NOT LIMITED FOR CASH, STORE CREDIT, ACCOUNT, ETC.

Odds of winning a prize depends on the number of eligible entries received.

Additionally, the winner may receive a Form1099 or other document in the amount of the ERV of the prize, as required by law. Persons under the age of 18 years (19 in AL and NE) (as of the date of entry) are not eligible to enter or win the Contest.

If a potential winner is found to be ineligible, is not in compliance with these Official Rules, is disqualified or forfeits prize for any reason, or declines to accept the prize, Sponsor reserves the right to award the prize to an alternate entrant who will also be selected per the judging criteria from all remaining non-winning entries received during the Contest Period. If after a good faith attempt Sponsor is unable to award or deliver a prize, the prize will not be awarded.

6. NOTIFICATION: On or about **September 15, 2026**, potential winner will be contacted by email and/or telephone and entrant will be required to respond to Sponsor via email with (i) the file relating to the potentially winning Submission to demonstrate compliance with these Official Rules; and (ii) sign the declaration or affidavit of eligibility, liability release and/or a publicity release with requested details. Failure to comply when requested may result in disqualification.

If a potential winner does not respond and comply with the instructions **within five (5) days**, or if the data reveals that the Submission does not comply with these Official Rules, the entrant forfeits eligibility and will not be eligible to receive the prize and an alternative winner may be selected.

7. ELIGIBILITY: The Contest is open only to persons who are legal residents of, and living within, the United States and District of Columbia (excluding possessions, territories), 18+ (19+ in AL and NE) years of age, as of the date of entry, except officers, directors, and employees (and members of their household and of their immediate families, i.e., parents, children, stepchildren, spouse, siblings, "step" of each and persons residing in the same household of such immediate family members) of Sponsor, Sony Electronics Inc., or each their parents, subsidiaries, affiliates, sales representatives, distributors, advertising/Contest/web design agencies and/or their affiliates, assigns or representatives; and all other persons or entities associated with the development, administration, Contest, execution of, or supply to this Contest (hereinafter referred to collectively as "Sponsor & Others").

8. RELEASE: By acceptance of the prize, the winner releases Sponsor & Others, from and against any and all liability and claims or causes of action, including, but not limited to, personal injury, death, or damage to or loss of property with respect to all aspects of this Contest, including those arising out of participation in this Contest, any prize related activity whether sponsored by Sponsor & Others or third parties, or the acceptance or possession or use/misuse of the prize or any component of the prize.

IF ENTRANT IS A CALIFORNIA RESIDENT, ENTRANT WAIVES CALIFORNIA CIVIL CODE SECTION 1542, WHICH STATES: "A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS THAT THE CREDITOR OR RELEASING PARTY DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE AND THAT, IF KNOWN BY HIM OR HER, WOULD HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR OR RELEASED PARTY" (OR ANY EQUIVALENT STATUTORY PROVISION WITH A SIMILAR IMPORT OR INTENT). IF ENTRANT IS A RESIDENT OF A STATE OTHER THAN CALIFORNIA, ENTRANT EXPLICITLY WAIVES THE TERMS AND PROTECTIONS OF ANY STATUTE OF HIS/HER STATE THAT HAS A SIMILAR IMPORT OR INTENT.

Acceptance of the prize constitutes the winner's consent to the use of their name (first name and last initial), biographical information, winner Submission, and/or likeness for advertising and publicity purposes as determined by Sponsor, Sony Electronics Inc. or its designees without further review or compensation, except where prohibited by law.

9. LIMITATIONS OF LIABILITY/INTERNET: Sponsor & Others are not responsible for interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer transmissions or jumbled, scrambled or misdirected entries or transmissions, or for phone, electrical, network, computer hardware or software or program malfunctions, failures or difficulties or for other errors, omissions, interruptions, or deletions of any kind whether human, typographical, mechanical or electronic or for any damage to any person's computer related to participating in the Contest. Sponsor & Others are not responsible for illegible, unintelligible, late, lost or stolen entries or incorrect or inaccurate entry information, whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Contest or by any technical, typographical or human errors which may occur in the processing of any entries in this Contest. Any entrant who attempts to interfere with the proper play of this Contest will be disqualified from participation in the Contest. Persons found tampering with or abusing any aspect of this Contest, as solely determined by Sponsor, will be disqualified and may be subject to prosecution. If in the judgment of Sponsor, the Contest is compromised by viruses, bugs, non-authorized human intervention or other causes beyond the control of Sponsor, which corrupt the administration, security, fairness or proper play of the Contest, Sponsor reserves the right, in its sole discretion to discontinue, modify, suspend or terminate the Contest and proceed in a manner it deems fair and reasonable, including the selection of winners from among eligible entries received prior to such discontinuation, modification, suspension or termination. Any personally identifiable information collected during an entrant's participation in this Contest will be collected by Sponsor and used by Sponsor and its agents solely for purposes of the proper administration and fulfillment of the Contest as described in these Official Contest Rules or as stated in [\[INSERT: DEALER'S PRIVACY POLICY LINK\]](#).

ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. In the event of a dispute as to the identity of a potential winner based on an email address, the winning entry will be deemed to have been made by the Authorized Account Holder of the email address submitted at time of entry. "Authorized Account Holder" is defined as the natural person who is assigned to an email address by an Internet access provider, on-line service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. **SPONSOR MAKES NO WARRANTIES OF ANY KIND, EITHER EXPRESS OR**

IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT.

10. DISPUTES and ARBITRATION: Issues concerning the construction, validity, interpretation and enforceability of these Official Contest Rules shall be governed by the laws of the State of Delaware, United States, without regard to conflict of laws principles.

Should a dispute or claim arise related to this Contest ("Dispute"), entrant and Sponsor agree that the Dispute shall be resolved exclusively through binding arbitration. **ENTRANT UNDERSTAND AND ACKNOWLEDGE THAT BY AGREEING TO ARBITRATION, ENTRANT IS GIVING UP THE RIGHT TO LITIGATE (OR PARTICIPATE IN AS A PARTY OR CLASS MEMBER) IN ANY DISPUTES IN COURT. ENTRANT ALSO AGREES THAT ANY DISPUTE RESOLUTION PROCEEDING WILL ONLY CONSIDER ENTRANT'S INDIVIDUAL CLAIMS, AND SPONSOR AND ENTRANT AGREE NOT TO HAVE ANY DISPUTE HEARD AS A CLASS ACTION, REPRESENTATIVE ACTION, CONSOLIDATED ACTION, OR PRIVATE ATTORNEY GENERAL ACTION.**

If any part of this arbitration provision, other than waivers of class action rights, is deemed or found to be unenforceable for any reason, the remainder shall remain enforceable.

Arbitration Instructions. To begin arbitration, either entrant or Sponsor must make a written demand to the other for arbitration. The arbitration will take place before a single arbitrator. The arbitration will be administered in keeping with the Expedited Procedures of the Commercial Arbitration Rules and the Supplementary Proceedings for Consumer-Related disputes ("Rules") of the American Arbitration Association ("AAA"), when applicable and in effect when the claim is filed. Entrant may get a copy of AAA's Rules by contacting AAA at (800) 778-7879 or visiting www.adr.org. The filing fees to begin and carry out arbitration will be shared between entrant and Sponsor, but in no event shall entrant fees ever exceed the amount allowable by the special rules for Consumers Disputes provided for by AAA, at which point Sponsor will cover all additional administrative fees and expenses. This does not prohibit the arbitrator from giving the winning party their fees and expenses of the arbitration when appropriate pursuant to the Rules. Unless entrant and Sponsor agree differently, the arbitration will take place in the county and state where entrant live, and applicable U.S. federal or state law shall govern the substance of any Dispute during the arbitration. However, the U.S. Federal Arbitration Act, 9 U.S.C. § 1, et seq., will govern the arbitration itself and not any state or other law on arbitration. The arbitrator's decision will be binding and final, except for a limited right of appeal under the U.S. Federal Arbitration Act. Any judgments or awards shall be limited to actual incurred out-of-pocket expenses (excluding reasonable outside attorneys' fees) associated with participation in this Contest and shall not include any indirect, punitive, incidental and/or consequential damages.

11. GENERAL: By participating in the Contest, entrants agree to these Contest Rules and the decisions of Sponsor, which are final and binding in all matters and all respects relating to this Contest. Sponsor & Others are not responsible for any entries and/or entries that are not received including without limitation as a result of being lost, late, inaccessible, unviewable, undelivered, or misdelivered.

Sony Electronics Inc. is a prize provider for this Contest.

12. WINNERS LIST: For the name of the winner, no later than December 30, 2026, send a self-addressed stamped envelope to: Photo with Sony Camera Contest, [AUTHORIZED DEALER ADDRESS].

Sponsor: [AUTHORIZED DEALER NAME AND ADDRESS]

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