

FUJIFILM Every Picture Matters® May “Red, White & Blue” Photo Contest Official Contest Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. To enter the FUJIFILM Every Picture Matters® May “Red, White & Blue” Photo Contest, Navigate the Internet to <http://www.PhotoContest.EveryPictureMatters.com> Complete and provide all the requested information on the **Contest Registration and Entry Form**, **submit your photo(s) and provide a photo description as further outlined in the “How to Enter” Section below.**

Contest Period and Eligibility. This “Red, White & Blue” Contest is being conducted by FUJIFILM North America Corporation, 200 Summit Lake Drive, Valhalla, NY 10595-1356 and its affiliates and agencies (the “Sponsors”). Contest begins **and entries will be accepted commencing as of May 1, 2012 at 12:00:01 a.m. Eastern Time. Contest will close and no more entries will be accepted after 11:59:59 p.m. on May 31, 2012.** Final judging is currently anticipated to be on or about June 6, 2012 at noon Eastern Time. The period during which this Contest is in effect is referenced herein as the “Contest Period”. This Contest is open to legal residents of the 50 United States, plus Washington, D.C., who are 18 years of age or older at time of entry. Employees of the Sponsors, and any provider of any prize offered in this Contest or any business or entity involved in the development, production, implementation, judging, administration or fulfillment of this Contest, and the immediate family members of any of the above (meaning spouses, parents, siblings and children living in the same household) are not eligible to enter or win. Void in Puerto Rico and wherever else prohibited by law. This Contest is subject to all applicable laws.

How to Enter. Navigate to <http://www.PhotoContest.EveryPictureMatters.com>, complete all the information requested on the Contest Registration and Entry Form and follow the instructions to enter online. You must be a registered SeeHere.com user (obtain a User ID) to be eligible for the contest. Following registration (which is free), you will be directed to submit your photo(s), in either JPEG or PSD format. With your photo(s) you must also submit a written description in the “comments section” explaining why your photo matters in 500 or less characters. A separate description must accompany each photo entry. Submitted photos must be consistent with the photo theme “Red, White & Blue”. By entering this Contest, you agree to be bound by these Official Contest Rules and the decisions of the judges, which shall be final in each instance.

INTERNET ACCESS AND A VALID EMAIL ADDRESS ARE REQUIRED TO ENTER. ALTERNATIVELY, YOU MAY ENTER USING FREE INTERNET ACCESS, AVAILABLE AT LOCAL PUBLIC LIBRARIES AND OTHER PLACES. FREE EMAIL ADDRESSES ARE WIDELY AVAILABLE (e.g., Gmail.com, Yahoo.com, Hotmail.com, etc.). Each photo submitted by you must be an original photo and you must be the photographer. You must also have the permission of any person used as a subject of or that appears in any submitted photo. Any editing/retouching/ modifying applied to a submitted photo must have been performed by you as the submitting party and use of stock photos is not allowed. All submitted photos must be original, non-professional, and must not have been previously published or won any previous award, and must not contain any material that would infringe upon third party rights if used in advertising. Photo(s) may be taken by any type of camera, but must be submitted digitally in either JPEG or PSD format with a minimum resolution of 600X800 pixels and a maximum size per photo of 4 megabytes. All Contest entries must be family appropriate and appropriate for all ages. THE DECISION REGARDING THE APPROPRIATENESS AND ELIGIBILITY OF THE SUBMISSION SHALL BE AT THE SOLE DISCRETION OF THE SPONSORS.

Proof of your submission 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 this Contest. Entries without all of the required information blanks completed will be disqualified. In addition, all late, lost, or otherwise incomplete entries are not considered valid entries and shall be disqualified. 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. By entering, you grant an unrestricted, irrevocable, non-exclusive license to Sponsor to post, display, publish and use your entry photo(s) in any form (including in cropped or edited form, as Sponsors deem appropriate and necessary), on or in connection with the FUJIFILM EveryPictureMatters.com website and in promotional materials relating thereto, without further compensation. Entrant agrees not to submit his or her entry photo(s) for commercial use by a competitor of Sponsor for a period of twelve (12) months from the date of entry in this Contest.

Contest Entries and Submissions. By entering, you warrant and represent that you are the photographer of the submitted photo(s) and that you have obtained all permissions necessary for Sponsors to display, post, publish or use your photo(s) on the EveryPictureMatters.com website and in promotional materials relating thereto (such as, without limitation, in newsletters), including, but not limited to, permission from all persons depicted in your photo(s) and from any owner or holder of any property, copyrights, trademarks or other rights in materials or other items depicted in your photo(s). By entering, you also agree to confirm to Sponsors any of the above in writing during the Contest Period or thereafter, upon Sponsors' request. Entries may be disqualified if photo(s) contain materials trademarked, copyrighted, used or submitted elsewhere, or any obscene, defamatory or other offensive or inappropriate material as determined by Sponsors in their sole discretion. Sponsors reserve the right to disqualify any entries which Sponsors, at their sole discretion, determine to be inconsistent with their corporate standards, reputation or consumer expectations. 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. If integrity of Contest is compromised in any manner, Sponsors reserve the right to modify Contest and judge entries received that are unaffected by the problem, and/or to terminate the Contest. Sponsors reserve the right to disqualify any person who, attempts to tamper with the Contest, 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 incomplete, not legible, or if they contain errors or do not comply strictly with all requirements in these rules.

Sponsors may use any information you may provide on the Contest Registration and Entry Form during the Contest Period and thereafter to contact you for the limited purpose of informing you about Sponsors' products and promotional offers from time to time, provided that you will be given the opportunity at any time to "opt out" of receiving further information and promotional offers. In no event will your personal information be provided by Sponsors to any third party for third party use. In addition, the privacy policies and terms and conditions of the Sponsors at <http://EveryPictureMatters.com> and <http://SeeHere.com> will apply to your entry submission. By participating in this Contest, entrants agree to all of the terms and conditions of the privacy policies and website terms and conditions of the Sponsors. By entering you agree to be bound by these Official Contest Rules and you acknowledge that the decisions of the judges shall be final and binding in all respects. The Official Contest Rules will be posted at the Contest website www.PhotoContest.EveryPictureMatters.com throughout the Contest.

Prizes.

One (1) First Prize winner will be selected. The first place winner will receive inclusion of the selected winning photo in the FUJIFILM EveryPictureMatters.com newsletter and/or FUJIFILM EveryPictureMatters.com website, one (1) FUJIFILM FinePix digital camera (specific model to be as determined by Sponsor), plus one (1) FUJIFILM 4GB SDHC Memory Card. ARV: \$265

Prize may not be redeemed for cash, substituted or transferred; however, if any prize or prize component becomes unavailable the Sponsors reserve the right to unilaterally substitute a prize or prize component of equal or greater value. Taxes and any other expenses not listed above are the sole responsibility of winners. Allow 4-6 weeks after validation for receipt or arrangement of receipt of prize. You are not an official EveryPictureMatters.com Photo Contest winner until you are successfully validated, you have duly received an official notification of your winning status from the judging organization, and you have signed and returned the necessary Affidavit of Eligibility, Photographer Releases and Liability and Publicity Release documentation as referenced below.

Judging/Winner Selection. Contest winner will be selected by a panel of independent judges using the following criteria in their sole discretion: creativity and originality of photo (25%); composition and arrangement of photo (25%) and relevancy to "Red, White & Blue" Contest topic (50%). Photo description in "comments section" is required but will not be judged as part of the judging criteria. Judging will be conducted at the Sponsors' headquarters on or about May5, 2012 from all eligible entries received. . The judges will award one (1) First Prize Winner. Alternate winners will be selected by the judges as well.

Prize Acceptance. In order to be validated, the potential winner must complete, execute and then return (i) an Affidavit of Eligibility and Prize and Publicity Release, confirming the winner's identification and eligibility, releasing Sponsors from liability relating to the prize awarded, and providing Sponsors with the right to obtain (upon Sponsor's request) and display and use a photo of the winner, as well as his or her name and submitted photo description on Sponsors' website and in related promotional materials; and (ii) a Right and License to Use the winning photo as described herein, along with a model release form properly executed by or on behalf of all other

parties depicted in such photo. Documents may require notarization at Sponsor' election. Documents returned by fax or electronically will have the same force and effect as original documents. If such documents are not returned within five (5) days of the date sent, or if any prize notification is returned as non-deliverable or the winner is found to be ineligible or not in compliance with these Official Rules, disqualification may result and prize will be awarded to the selected alternate. In the event the selected winner or applicable model depicted in a photo is over 18 years of age but is considered a minor as defined by the laws of his/her state of residence, his/her parent or legal guardian must also sign all required documents. In the event of a dispute as to identity of the entrant, the actual individual named on the online entry form 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, 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 Contest-related activity, or participation in this Contest.

Prize Winners List. For name of the winner mail a self-addressed, stamped envelope to: **FUJIFILM Every Picture Matters® May "Red, White & Blue"** Photo Contest Winner, P.O. Box 735, North Branford, CT 06471 by June 29, 2012.

Void Where Prohibited and Availability of Official Rules. This Contest is void where prohibited. For a printed copy of the Official Rules of this Contest, send a self-addressed stamped envelope to: **FUJIFILM Every Picture Matters® May "Red, White & Blue" Photo Contest Rules**, P.O. Box 736, North Branford, CT 06471 by May 31, 2012. Limit one rules request per envelope. Requests received after the Contest Period will not be honored.