

**LIVING IN HD 30 x 30 SWEEPSTAKES
OCTOBER
OFFICIAL RULES**

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN, NOR WILL A PURCHASE IMPROVE ONE'S CHANCES OF WINNING.

1. SPONSOR: Panasonic Corporation North America, 1 Panasonic Way, Secaucus, NJ 07094.

2. ADMINISTRATOR: Ventura Associates, Inc., 1040 Sixth Avenue, New York, NY 10018, an independent judging organization whose decisions are final and binding with respect to the Sweepstakes.

3. ENTRY: This sweepstakes will consist of thirty (30) Daily Sweepstakes (individually and collectively, "Sweepstakes"). The Sweepstakes may only be entered via the Internet, during the period commencing at 12:01:01 A.M., October 9, 2009 and ending at 11:59:59 P.M., November 7, 2009 ("Term"). There will be a total of thirty (30) daily entry periods ("Entry Periods") during the Term, each Entry Period commencing at 12:01:01 A.M and ending at 11:59:59 P.M. Each Entry Period is separate and Entries will not be rolled into the subsequent Entry Period drawings. The Sweepstakes 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"). The first time you enter, you will be asked to create a profile which must include all three of the following: **[1]** create an avatar or uploading your own photo; **[2]** sharing some personal interests, and **[3]** determining a username (collectively, "Profile"). You will also be asked to complete the sweepstakes entry form. If you are already a Member, and you have not yet completed your Profile (as listed above), you must do so in order to be entered into the Sweepstakes. Once you are a Member, in order to qualify for each subsequent Entry Period (after the first time you enter), you just need to sign in with your user name and password and complete the sweepstakes entry form. For purposes of these Official Rules ("Rules"), all times and dates are Eastern Time. If you are not a Member, you may become a Member for free by visiting the Website and registering by providing the requested information on the Registration Form through the link on the site: "Become a Member?" Upon becoming a Member by registration, you may enter the Sweepstakes by following the above instructions. Normal Internet access and usage charges imposed by your on-line service will apply. It is your sole responsibility to notify the Sponsor if you change your e-mail address ("Address"). To do so, go to livinginhd.com, log into your Website account with your User Name and Password, click on "Edit Profile" and follow the instructions on how to change the Address or any other information in your Profile.

4. LIMITATIONS: All Entries for each Sweepstakes must be received by 11:59:59 P.M. of the applicable Entry Period. Entries are limited to one Entry per Member per email address per calendar day during the Term. If you want to have additional chances to win, enter each day during the Term. In the event of a dispute regarding the identity of the person submitting an Entry, the Entry will be deemed to be submitted by the person in whose name the Address is registered. Entries by any method other than set forth above in Paragraph 3 are void. Any use of automated or programmed methods of effecting Entry is prohibited. Open only to persons who are, as of Entry, 18 years of age or older; legal residents of, and physically located within, the 50 United States or D.C. ("Territory") and not employees of the Sponsor or the

Administrator; their respective parent, subsidiary or affiliated companies; or the advertising, promotional or fulfillment agencies of any of them (individually and collectively, "Entities"); nor members of their households or immediate families. Neither the Entities, nor any of their officers, directors, shareholders, employees, agents or representatives (individually and collectively, "Releasees") are responsible for Entries from persons residing, or physically located, outside the Territory; Entries that are altered, delayed, deleted, destroyed, fraudulent, improperly accessed, inaccurate, incomplete, interrupted, late, lost, misrouted, multiple, non-delivered, 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 e-mails resulting from any form of active or passive e-mail filtering; insufficient space in entrant's e-mail account to receive e-mail; 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 Releasees. Each of such potential Entries will be disqualified. Void where prohibited or restricted by law and subject to all applicable federal, state, local and municipal laws and regulations.

5. PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"): THIRTY (30) GRAND PRIZES (One prize per day for 30 days): Winner's Choice of: One (1) HD Camcorder – HDC-TM10 (ARV: \$549.95), or one (1) 32" LCD TV (TC-L32X1) with iPod Kit (ARV: \$599.95). Total ARV of all prizes: \$17,998.50. Limit one prize per Member per Address per household. All prize values are based on the Manufacturer's Suggested Retail Price ("MSRP"), and Sponsor is not responsible for any difference between the MSRP and what the products are currently being sold for at retail. Any depiction of a prize is for illustrative purposes only. Prizes are not redeemable for cash or transferable. No substitutions are allowed except, at Sponsor's sole discretion, a prize of equal or greater value may be substituted. Prizes will be awarded provided a sufficient number of eligible Entries are received and prizes validly claimed by February 7, 2010, after which no alternate winners will be selected, nor unclaimed prizes awarded.

6. PROCEDURES: Entries for each Sweepstakes must be received during the applicable Entry Period. No Entries for each Sweepstakes are eligible for any subsequent Sweepstakes. The Administrator will conduct the random drawing for each Sweepstakes to select the potential winners and alternates from all eligible Entries received for that Sweepstakes on or about three (3) business days from Entry Period. No more than three (3) alternate winners will be selected for each Entry Period. Odds of winning each Sweepstakes depend on the total number of eligible Entries received for that Sweepstakes.

7. WINNERS: Potential winners will be notified by First Class Mail on or about five (5) business days after applicable drawing; and prize will be sent on or about 8-12 weeks after applicable drawing. All responsibilities of a minor (as defined by state of primary residence) under the Rules will be assumed by the parent/legal guardian ("Parent"). Disqualification and the selection of an alternate winner may result from any of the following: **[1]** the return of any notification or any prize as undeliverable; **[2]** potential winner's failure to provide Administrator with satisfactory proof that he/she is the authorized account holder of the Address associated with the winning Entry; **[3]** potential winner's failure to validly claim any prize by February 7, 2010; **[4]** potential winner's failure to claim a prize within ten (10) days after it is sent and **[5]** any other non-compliance with Rules. All taxes are solely the responsibility of each winner. To obtain a winners list (after December 7, 2009), send a self-addressed, stamped #10 envelope to: Living in HD 30 x 30 October Sweepstakes Winner's List, c/o Ventura Associates, Inc. Dept. RG,

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1040 Sixth Avenue, NYC, NY 10018. A copy of the Rules may be obtained by printing this web page (www.livinginhd.com/30x30).

8. PRIVACY POLICY/DATA COLLECTION: Information provided by you under this Sweepstakes is subject to Sponsor's privacy policy located at http://www.panasonic.com/pol_docs/copyright-prv.asp.

9. CONDITIONS: Each entrant by entering the Sweepstakes agrees that: **[1]** he/she has all rights, permissions and consents necessary to grant the rights to Sponsor as expressed herein; **[2]** he/she will abide by and be bound by the Rules and Sponsor's decisions, Terms of Use and Privacy Policy; **[3]** the Entry becomes solely the Sponsor's property and will not be acknowledged; **[4]** the Releasees are not responsible for claims, injuries, losses or damages of any kind resulting, in whole or in part, directly or indirectly, from the awarding, delivery, acceptance, use, misuse, possession, loss or misdirection of any prize; participation in the Sweepstakes or in any activity related thereto or from interaction with, or downloading of, computer Sweepstakes information; **[5]** winner's acceptance of any prize constitutes the grant to Sponsor and assigns of an unconditional right to use winner's name, address (city and state only), voice, likeness, photograph, biographical and prize information and/or statements about the promotion for any publicity, advertising and promotional purposes without additional compensation, except where prohibited by law; **[6]** in the event of 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 of terrorism, or other matters beyond the Sponsor's reasonable control, corrupt, prevent or impair the administration, security, fairness or proper play of the Sweepstakes, so that it cannot be conducted as originally planned the Sponsor has the right to cancel, modify, terminate or suspend the Sweepstakes; and in such event, to select winners by such method as Sponsor in its sole discretion shall consider equitable; **[7]** the Releasees are not responsible for typographical or other errors in the offer or administration of the Sweepstakes, including but not limited to: errors in the advertising, Rules, selection and announcement of winners and distribution of prizes; **[8]** any portion of any prize not accepted or used by any winner will be forfeited; **[9]** the Releasees are not responsible for any inability of any winner to accept or use any prize (or any portion thereof) for any reason; **[10]** Sponsor has the right to disqualify any individual found to be: **(a)** tampering or attempting to tamper with the entry process or the operation of the Sweepstakes or the Website; **(b)** violating the Rules; **(c)** violating the terms of service, conditions of use and/or general rules or guidelines of any Sweepstakes property or service; or **(d)** acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person; **[11]** Sponsor has the right to lock out an entrant whose eligibility is in question or who has been disqualified or is otherwise ineligible to enter the Sweepstakes; **[12]** since any attempt by an entrant to deliberately alter or damage the Website or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws, Sponsor shall have the right to seek damages from any such entrant to the fullest extent permitted by law; **[13]** any dispute that arises regarding the meaning or interpretation of the Rules shall be resolved by applying the laws of New Jersey, 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; **[14]** except as stated in the manufacturer's product warranty, prizes are awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied, (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose); **[15]** Sponsor shall have the right to make such changes to the Profile and make such uses thereof as it deems necessary or desirable, including but not limited to the right to use, edit, and reproduce and/or alter said Profile in perpetuity, in its entirety or in part, for any commercial and promotional purposes worldwide without any consultation or additional permission, or compensation, credit

or attribution; **[16]** any remedies that an entrant may have against Sponsor or Releasees in connection with the Sweepstakes 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 Profile, or any other related materials, including but not limited to any advertising relating thereto; **[17]** 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 Profile or related content; **[18]** Sponsor reserves the right to make any use, including no use, of the Profile, and related content, and to determine the medium for its exhibition, if any, at any time, and **[19]** the Releasees are not responsible if a prize becomes unavailable for any reason, and in such case, Winner will be provided a substitute prize which prize will be chosen in Sponsor's sole discretion.