

**OLYMPUS "THE ROAD TO WHISTLER" SWEEPSTAKES OFFICIAL RULES**  
**NO PURCHASE NECESSARY TO ENTER OR WIN**  
**Void where prohibited by law.**

1. **PROMOTION TIMING:** Entry for the Sweepstakes begins at 10:00am Eastern Standard Time on March 14, 2013, and ends at 11:59am Eastern Standard Time on April 4, 2013 ("Sweepstakes Period"). The drawing for prizes will be conducted on or about April 5, 2013.
2. **HOW TO ENTER:** To enter into the Sweepstakes, go to <http://bit.ly/Road2Whistler> and complete and submit the Sweepstakes form with your name, email address and phone number (phone number optional). You must then acknowledge and accept these Official Rules to complete your entry. Once you submit the required information and agree to the Official Rules, you will be entered into the Sweepstakes. Only one (1) entry per email address. Entries must be received by the Sponsor by 11:59am on April 4, 2013, to be eligible. **Use of computer programs and other automatic means to enter the Sweepstakes is prohibited.** Normal Internet access and usage charges imposed by your on-line service may apply. Sponsor and Administrator are not responsible for late, lost, ineligible, incomplete, stolen, or misdirected entries. All federal, provincial, state, municipal, and local laws and regulations apply. By entering, you consent to the Sponsor or its designated representatives storing, sharing and using the personal information submitted with your entry only for the purpose of administering the Sweepstakes and in accordance with Sponsor's privacy policy.
3. **SELECTION AND NOTIFICATION OF WINNER:** One Grand Prize Winner, one (1) 2<sup>nd</sup> Prize Winner and one (1) 3<sup>rd</sup> Prize Winner (each may be referred to as "Winner" or collectively as "Winners") will be selected from among all eligible entries received during the Sweepstakes Period. The Winners will be selected at random. Odds of winning are dependent upon the number of eligible entries received during the Sweepstakes Period. The Sponsor or its designated representative will make two (2) attempts to contact each of the selected Winners by e-mail (using the information provided at the time of entry) within one (1) business day of selection. If the selected Winner cannot be contacted during such time or if there is a return of any notification as undeliverable; then the selected Winner will be disqualified (and will forfeit all rights to his/her respective Prize) and the Sponsor reserves the right, in its sole and absolute discretion, to select an alternate eligible Winner from among the remaining eligible entries (in which case the forgoing provisions of this section shall apply to such new selected Winner). Each Winner will be sent an acceptance package to be completed and returned to Sponsor (The Grand Prize Winner will be sent two (2) acceptance packages, one for the Grand Prize Winner and one for Grand Prize Winner's guest). The Winners will have the option of receiving the acceptance packages via overnight mail or by e-mail. Each Winner will have two (2) days from the date such acceptance package is received to claim his/her Prize by completing, signing and returning, as evidenced by post mark, the Affidavit of Eligibility, the Publicity/Liability Release, and the US IRS Form W-9, if applicable (the Grand Prize Winner will have to complete and submit two (2) sets of documents for such Grand Prize Winner and Grand Prize Winner's guest, however only one (1) W-9 form from the Grand Prize winner will be needed). If any Winner cannot be contacted, provides incorrect e-mail or mailing address, is ineligible, does not comply with these Official Rules, fails to claim a Prize, fails to return the completed and executed forms as required, or if the prize notification or Prize is returned as undeliverable, an alternate eligible Winner may, in Sponsor's sole discretion, be selected. **SPONSOR'S DECISIONS SHALL BE FINAL IN ALL MATTERS PERTAINING TO THIS SWEEPSTAKES.**
4. **PRIZE, APPROXIMATE RETAIL VALUE:**

Grand Prize Winner: One (1) Grand Prize Winner will win a trip for two (2) people (Winner plus one (1) guest) to the World Ski and Snowboard Festival in Whistler, British Columbia, departing April 12, 2013 and returning April 15, 2013. The Grand Prize Winner will also win an Olympus OM-D E-M5 camera kit (with 12-50mm lens), a 75mm lens, Olympus TOUGH TG-2 camera, Converter Lens Adapter (CLAT01), Fisheye Converter Lens (FCON-T01), Teleconverter Lens (TCON-T01), a 4GB SD card and an Olympus camera bag to carry the gear. Sponsor will provide the Grand Prize Winner and one (1) guest only with air travel (including baggage fees), ground transportation from and to the Vancouver airport from and to the hotel, hotel accommodations for three (3) nights at Hilton Whistler Resort & Spa, lift

tickets for the Winner and Guest for two (2) days of skiing, a \$500 American Express Gift Card (for the Grand Prize Winner only). The Grand Prize Winner shall be responsible for all other expenses associated with attending the Event, if any, including but not limited to any food, beverages, extra amenities, rentals, activities, any penalty or charge resulting from a change to the flight reservations, or any other expense not specifically covered herein (Approximate Retail Value: \$6,906.92).

2<sup>nd</sup> Prize Winner: One (1) 2<sup>nd</sup> Prize winner will win an Olympus OM-D E-M5 camera kit (with 12-50mm lens) and an Olympus camera bag (Approximate Retail Value: \$1,349.98).

3<sup>rd</sup> Prize Winner: One (1) 3<sup>rd</sup> Prize winner will win an Olympus TOUGH TG-2 camera, Converter Lens Adapter (CLA-T01), Fisheye Converter Lens (FCON-T01), Teleconverter Lens (TCON-T01) and an Olympus camera case (Approximate Retail Value: \$639.95).

Each respective prize referenced above shall be referred to herein as "Prize". Sponsor shall have no responsibility or obligation to any Winner or eligible Winner who is unable to accept Prize as described herein. Prize is neither transferable nor substitutable and may not be redeemed for cash. All federal, provincial, state, and local taxes incurred by any Winner as a result of receiving any Prize herein shall be the sole responsibility of such Winner.

5. **ELIGIBILITY:** Open to legal residents 1) of the United States and the District of Columbia, excluding those residents residing in the states of New York and Florida, and those residing in all other US territories, possessions and commonwealths; 2) who are 18 years of age or older as of the time of entry into this Sweepstakes; and 3) who have internet access as of the time of entry into this Sweepstakes. Employees of Sponsor, its parents, affiliates, subsidiaries, advertising and promotion agencies, and their immediate family members and/or those living in the same household of each are not eligible. Sponsor reserves the right in its sole discretion to reject any entry for any reason. Sponsor reserves the right in its sole discretion to determine whether an entrant is eligible under the eligibility requirements provided in these Official Rules for all purposes.
6. **GENERAL RULES:** By participating in this Sweepstakes promotion, entrant agrees to be bound by these Official Rules. By accepting any Prize, the Winner agrees that the Sponsor and those acting under the Sponsor's authority may use Winner's name, picture/portrait likeness and/or voice, for advertising and promotional purposes without further consideration, unless prohibited by law. Entrant agrees to be bound by these Official Rules. By accepting Prize, Winner agrees that the Sponsor, its respective subsidiaries, affiliates, advertising and promotion agencies, and their directors, employees, representatives and agents, will have no liability whatsoever for, and will be held harmless by Winner for any liability for any injury, loss or damages of any kind to persons, including death, and property, due in whole or in part, directly or indirectly, from the acceptance, possession, use or misuse of the Prize or participation in this Sweepstakes or any Prize related activity. All entries become the sole property of Sponsor and none will be returned. In the event of a dispute, entries will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry. The "authorized account holder" is deemed the natural person who is assigned to an e-mail address by an Internet access provider, service provider or other online organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. The eligible Winner may be requested to provide Sponsor with proof that the eligible Winner is the authorized account holder of the e-mail address associated with the winning entry.
7. **LIMITATION OF LIABILITY; INDEMNIFICATION:** Entrant agrees that Sponsor will have no liability whatsoever for, and will indemnify and hold harmless Sponsor and its respective parent, subsidiaries, and affiliate companies, and their respective, officers, directors, agents, co-branders or other partners, and any of their employees (collectively, the "Sweepstakes Indemnitees") from, any and all claims, damages, expenses, costs (including reasonable attorneys' fees) and liabilities (including settlements), brought or asserted by any third party against any of the Sweepstakes Indemnitees due to or arising out of the entrant's submission in this Sweepstakes, or the entrant's conduct during and in connection with this Sweepstakes, including but not limited to trademark, copyright, or other intellectual property rights, right of publicity, right of privacy, or defamation. By accepting a Prize, Winner agrees that Sponsor will have no liability whatsoever for, and will indemnify and hold harmless the Sweepstakes

Indemnitees from, any and all claims, damages, expenses, costs (including reasonable attorneys' fees) and liabilities (including settlements), due in whole or in part, directly or indirectly, from the acceptance, possession, use or misuse of the Prize or any Prize related activity including without limitation the acts of omissions of entrant's guest. No liability or responsibility is assumed by Sponsor and its respective parent, subsidiaries, and affiliate companies, and their respective, officers, directors, agents, co-branders or other partners, and any of their employees, resulting from any entrant's participation in or attempt to participate in the Sweepstakes or ability or inability to upload, or download any information in connection with participating in the Sweepstakes. No responsibility or liability is assumed by Sponsor for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Sweepstakes: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other online communication problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any e-mail transmissions to be sent or received; lost, late, delayed or intercepted e-mail transmissions; inaccessibility of the Sponsor web site ("Web Site") in whole or in part for any reason; traffic congestion on the internet or the Web Site; unauthorized human or non-human intervention of the operation of the Sweepstakes, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, worms; or destruction of any aspect of the Sweepstakes, or loss, miscount, misdirection, inaccessibility or unavailability of an email account used in connection with the Sweepstakes. Sponsor is not responsible for any typographical errors in the announcement of prizes or these Official Rules, or any inaccurate or incorrect data contained on the Web Site. Use of Web Site is at user's own risk. Sponsor is not responsible for any personal injury or property damage or losses of any kind which may be sustained to user's or any other person's computer or photographic equipment resulting from participation in the Sweepstakes, use of the Web Site or the download of any information from the Web Site.

If for any reason the Sweepstakes is not capable of running as planned, including due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure, human error or any other causes beyond the control of Sponsor that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, Sponsor reserves the right in its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes and award those prizes from among all eligible entries received prior to cancellation or termination. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

9. **SOCIAL MEDIA PARTICIPATION:** No social media provider or network including without limitation Facebook, Twitter, or YouTube, is associated or affiliated with Olympus in any manner. Entrant's use of such sites is subject to each site's terms of use.
10. **WINNER LIST:** For the Winner's names email: Jennifer.Colucci@olympus.com
11. **SPONSOR:** The Sponsor of this Sweepstakes is Olympus Imaging America Inc., 3500 Corporate Parkway, Center Valley, Pennsylvania 18034.