

Official Rules For Olympus eNews WS-400S Digital Voice Recorder Drawing

No purchase necessary to enter or win. Open to legal residents of the US and Puerto Rico who are 18 years of age and older as of 12/01/09. Void where prohibited by law.

1. **SPONSOR:** The Sponsor of this sweepstakes is Olympus America Inc. (the "Sponsor"), 3500 Corporate Parkway, Center Valley, PA USA 18034.
2. **PROMOTION TIMING:** Registration for this promotion ("Sweepstakes") begins at 12:00:01 A.M. ET on 10/01/09 and ends at 11:59:59 P.M. ET on 12/01/09 ("Registration Period"). Drawings for prizes will be conducted from 12/02/09 through 12/05/09 ("Drawing Period"). Acceptance packages will be mailed out to potential winners no later than 12/05/09. Winners will need to return notarized Affidavits of Eligibility by 12/20/09 to claim their prize.
3. **HOW TO ENTER:** Register by doing one of the following: (1) Enter online at <http://www.olympusamerica.com/enewsenroll> and follow the registration directions. You may also enter this sweepstakes by mailing a postcard or letter which contains your name, mailing address, e-mail address and telephone number to the following address: Olympus America Inc., PO Box 610, Center Valley, PA 18034-610. Only one (1) entry, either by e-mail address or mailed postcard/letter, will be accepted. Entries must be received by 11:59:59 P.M. ET on 12/01/09 to be eligible. More than the specified number of entries from any person or e-mail address will void all entries from that person or e-mail address. Use of computer programs and other automatic means to enter Sweepstakes is prohibited. Normal Internet access and usage charges imposed by your online service will apply. No photocopies, reproductions, or facsimiles allowed. Sponsor is not responsible for late, lost, illegible, incomplete, stolen, or misdirected entries. Void where prohibited or restricted by law. All federal, state, municipal and local laws and regulations apply.
4. **RANDOM DRAWINGS AND NOTIFICATION OF WINNERS:** Ten (10) prize winners will be chosen during the Drawing Period in a random drawing from among all eligible entries received by the end of the Registration Period. Drawing will be conducted by Olympus America Inc. Decisions of Sponsor are final on all matters relating to this Sweepstakes. Odds of winning are dependent upon the number of eligible entries received during the Registration Period. **POTENTIAL WINNERS WILL BE NOTIFIED BY MAIL AFTER THE DRAWING PERIOD. THEIR NOTIFICATION/ACCEPTANCE PACKAGE WILL BE MAILED TO THE ADDRESS ON THEIR REGISTRATION FORM. WINNERS MUST CONFIRM ACCEPTANCE OF THE PRIZE BY DECEMBER 20, 2009, OR THE NAME(S) OF AN ALTERNATE POTENTIAL WINNER WILL BE DRAWN.** Potential prize winner has until 12/20/09 to claim his/her prize by completing, signing and returning the prize release form ("Release"), including, but not limited to, an Affidavit of Eligibility/Compliance and Publicity/Liability Release, or an alternate winner will be selected. (The Release will be sent by mail.) If a selected potential winner cannot be contacted, provides an incorrect mailing address, is ineligible or does not comply with these official rules, fails to claim Prize, fails to return the completed and executed Release by 12/20/09 as required, or if the Prize notification or Prize is returned as undeliverable, an alternate winner will be selected on 12/21/09. Sponsor's decisions shall be final in all matters pertaining to this Sweepstakes.
5. **PRIZES, APPROXIMATE RETAIL VALUE & ODDS OF WINNING:** Ten (10) Prize Winners will receive an Olympus WS-400S Digital Voice Recorder ("Prize"). Sponsor shall have no responsibility or obligation to any Winner, or potential winner who is unable or unavailable to accept or utilize Prize as described herein. Prize is neither transferable nor substitutable except by Sponsor with one of equal or greater value, and may not be redeemed for cash. All federal, state and local taxes are the sole responsibility of Winner.
6. Open to legal residents of the US and Puerto Rico, who are 18 years of age or older as of 12/01/09. Employees of Sponsor, their 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. Any other entities or individuals associated with this Sweepstakes are ineligible to enter.
7. **GENERAL RULES:** All federal, state, municipal and local taxes are the sole responsibility of Winner, if applicable. By participating in this promotion, entrants agree to be bound by the official rules and the decisions of the judges. By accepting the Prize, 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. Entrants agree to be bound by these Official Rules and the decisions of the judges. By accepting the Prize, Winner agrees that the Sponsor, its respective subsidiaries, affiliates, advertising and promotional agencies and their directors, employees, representatives and agents, will have no liability whatsoever for, and will be held harmless by Winner from all claims, liability for any injury, loss or damages of any kind to persons, including death, and property, caused or claimed to be caused, in whole or in part, directly or indirectly, in connection with participation in this Sweepstakes, or acceptance, use or misuse of any prize, or any prize related activity, the substitution of any prize in accordance with these Official Rules, the administration of the Sweepstakes, the operation of the website or Sponsor's use of any of the rights granted herein. All entries become the sole property of the 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 potential winner may be requested to provide Sponsor with proof that the potential winner is the authorized account holder of the e-mail address associated with the winning entry. 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 the Sponsor that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, the 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. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by the Sponsor on account of technical problems or traffic congestion on the Internet or at any website, any combination thereof, or otherwise, including any injury or damage to entrant's or any other person's computer related to or resulting from participation or downloading any materials in the Sweepstakes. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE 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.

8. WINNERS LIST: For the name of the Winner, send a self-addressed stamped envelope, after 12/31/09 and by 1/30/10, to Olympus America Inc. WS-400S Sweeps Winner List, PO Box 610, Center Valley, PA USA 18034-0610. For a copy of the Official Rules, send a self-addressed stamped envelope, by 01/30/10, to Olympus America Inc., WS-400S Sweeps Official Rules, PO Box 610, Center Valley, PA USA 18034-0610. (Vermont residents need not affix return postage when requesting Official Rules.)