

NIKON'S PHOTOGRAPHY MONTH SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING.

SPONSOR: Nikon Inc. ("Nikon").

ADMINISTRATOR: The MWW Group LLC ("Administrator").

ELIGIBILITY: Nikon's Photography Month Sweepstakes (the "Sweepstakes") is open to all United States residents who, as of the date of entry, are at least 18 years of age or such older age that is the age of legal majority status in the entrant's state of residence. You may not enter the Sweepstakes and/or receive a prize if you reside in an area where it is prohibited, regulated or taxed (other than any income or withholding taxes that relate to receipt of prizes). Employees, officers and directors of Nikon, Administrator, their affiliates and subsidiaries, Nikon's advertising, promotion and fulfillment agencies and legal advisors as well as the immediate family members and persons living in the same household of any of the foregoing are not eligible to participate in the Sweepstakes and/or receive a prize. A person entering the Sweepstakes (each an "Entrant") must have an account with the social media platform known as Instagram, which account must be registered to such Entrant and have privacy settings allowing public visibility (collectively, the "Instagram Account"). Entrant must be the authorized account holder of the Instagram Account. Void wherever prohibited by law.

DESCRIPTION OF SWEEPSTAKES: The Sweepstakes begins Wednesday, May 15, 2024 at 9:00am Eastern Time or such later time on that date that Nikon posts its official Sweepstakes post on its official Instagram channels, @NikonUSA ("@NikonUSA"), and the Sweepstakes ends on or about Monday, May 20, 2024 at 11:59:59pm Eastern Time (the "Sweepstakes Period"). Nikon will select one (1) winner and award one (1) Nikon Z f 24-70mm kit (the "Prize") to such winner at random from all eligible entries received during the Sweepstakes Period.

HOW TO ENTER THE SWEEPSTAKES: Follow the Entry Requirements set forth in these Official Rules and on Nikon's official Sweepstakes post made by Nikon on @NikonUSA on Wednesday, **May 15, 2024** (the "Sweepstakes Post"). Entrant must do all of the following: (1) "follow" @NikonUSA; (2) "comment" on the Sweepstakes Post and tell us Entrant's first stop with the Prize and what Entrant plans to photograph; (3) "share" the Sweepstakes Post on Entrant's Instagram account and "tag" @NikonUSA; and (4) otherwise comply with all of the Entry Requirements set forth below in these Official Rules. Entrants may be an existing or new follower of @NikonOutdoorsUSA during the Sweepstakes Period and an Entrant does not need to unfollow and refollow @NikonUSA in order to receive an entry. Each Entrant will only receive one (1) entry. If an Entrant does not have an Instagram account, he or she can create one at no cost using the Instagram application on his or her compatible mobile device (Entrants should consult their wireless service provider regarding pricing plans, as messages and data rates may apply). Use of Instagram shall be subject to its Privacy/Data Policy and Terms of Use, which can be found at <http://Instagram.com>. Entrants agree to release Instagram from any and all liability of any kind associated with this Sweepstakes. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Instagram.

Nikon is not responsible for error, omission, interruption, deletion, defect or delay in operations or transmission; lost or intercepted entries; theft or destruction or unauthorized access or alterations of entry materials, computer transmissions or for technical telephone equipment, electronic, hardware or software, network or computer malfunctions of any kind; or inaccurate transmission

of, or failure to receive entry information on account of technical problems or any combination thereof, which may occur in the receipt and/or processing of entries or otherwise in the administration of the Sweepstakes.

If Entrant is a California, USA consumer, or a USA consumer of any other state that has enacted data privacy legislation pertaining to Entrant's personal information (collectively, "Privacy Laws"), this is notice under the Privacy Laws that Entrant's "personal information" (as that term is defined under the Privacy Laws) collected by Nikon for and in connection with the Sweepstakes will be used by Nikon for the business purpose of administering and/or fulfilling the Sweepstakes, including but not limited to contacting Entrant concerning the Sweepstakes and announcing the Sweepstakes winner in accordance with these Official Rules. For more information, please visit Nikon's Privacy Policy available at <https://www.nikonusa.com/en/about-nikon/privacy-policy.page>.

ENTRY REQUIREMENTS: For an Entry to be eligible for the Sweepstakes: (1) "follow" @NikonUSA; (2) "comment" on the Sweepstakes Post and tell us Entrant's first stop with the Prize and what Entrant plans to photograph; (3) "share" the Sweepstakes Post on Entrant's Instagram account and "tag" @NikonUSA; (4) the Entrant must comply with Instagram's Terms of Use and Privacy/Data Policy, available at <http://Instagram.com>; (5) the Entry must not contain material that violates or infringes upon another's rights, including but not limited to privacy, publicity, copyright, trademark, and/or other intellectual property and/or proprietary rights; and/or (6) the Entry must not contain any material that is inappropriate, indecent, obscene, tortious, hateful, defamatory, and/or depict illegal activities.

WINNER SELECTION: On or about Monday, May 20, 2024 Nikon shall, using third party random winner generating software, choose one (1) winner of the Sweepstakes at random from all eligible Entries received during the Sweepstakes Period (the "Winner"). The Winner will be notified by the Administrator by direct message via the Winner's Instagram Account with further instructions on how to claim a prize. Odds of winning the Sweepstakes depend on the total number of eligible entries received during the Sweepstakes Period. An Entrant's chances of winning will not increase by making multiple comments on the Sweepstakes Post. Nikon shall have no liability for any Winner notification that is lost, intercepted or not received by a Winner for any reason.

PRIZE: The Prize will be provided by Nikon to one (1) Winner, such Prize having an approximate retail value of USD\$2,599.95. The actual value of the Prize is subject to price fluctuations in the consumer marketplace. A Winner may not exchange, transfer, substitute, assign, or receive a cash equivalent of the Prize. The Prize, in whole or in part, is subject to substitution with a prize of equal or greater retail value if unavailable or cannot be awarded for any reason, at the sole discretion of Nikon. Except for Nikon's limited written warranty included with the Prize, if any, the Sweepstakes prize is awarded "as-is" and Nikon makes no representations, warranties or guarantees of any kind whatsoever, express or implied, including, but not limited to, with respect to merchantability and/or fitness for a particular purpose.

WINNER REQUIREMENTS: All federal, state and local taxes imposed upon or related to the Prize and/or any and all additional costs associated with the Prize and/or any portion thereof, are the sole responsibility of the Winner. The Winner will be required to provide the Administrator with their email address, first and last name, U.S. postal street address, telephone number, and any other information required to complete the required documentation in accordance with these Official Rules. In addition, the Winner will be required to complete and execute all documentation required by Nikon in the form provided by Nikon, including but not limited to a completed, signed Certification of Eligibility/Release of Liability, and a signed W-9 or equivalent tax form fully completed with all required information. The Prize will not be provided to Winner unless and until the Winner has completed and returned all of such documentation. If the Winner cannot be

contacted, does not respond to Nikon, fails or refuses to sign and return any certification, forms, and/or documents required by Nikon within ten (10) days after Nikon's request, and/or otherwise fails to meet the eligibility requirements under these Official Rules, then the Winner may be disqualified and Nikon may select an alternate Winner from among all remaining eligible entries. The Prize will be shipped to the Winner approximately six (6) to eight (8) weeks after Winner verification and receipt of applicable documentation and information from the Winner. Nikon is not responsible for any late shipment and does not guarantee any shipment date. Nikon shall not have any responsibility whatsoever to a Winner who is unable or unavailable to accept or use a prize. Nikon may, in its sole discretion, choose an alternate Winner if a Winner does not fulfill all of the requirements in these Official Rules.

By entering the Sweepstakes and/or accepting a Prize, Winner consents to and grants Sponsor, Administrator and their agencies, licensees, media outlets, successors and assigns a non-exclusive, worldwide, royalty-free, fully-paid, irrevocable, perpetual right and license to post, publish, display and/or otherwise use their name(s), likeness, city(ies) and/or Instagram handle(s), in whole or in part, for promotional, marketing and/or publicity purposes, solely in connection with the Sweepstakes, in any and all media now known or later developed including but not limited to websites and social media pages, without any compensation, notification, permission and/or other consideration.

GENERAL CONDITIONS: The Sweepstakes is governed by these Official Rules, which are subject to change without notice at the sole discretion of Nikon. By entering, Entrants agree to abide by the terms of these Official Rules and by the decisions of Nikon, which are final and binding on all matters pertaining to the Sweepstakes. The Sweepstakes is subject to all federal, state, and local laws. By participating in this Sweepstakes, Entrant may periodically receive announcements from Nikon. By entering the Sweepstakes and/or accepting a prize, Entrants release and agree to indemnify and hold harmless Nikon, its affiliates and subsidiaries, Administrator, and their respective successors, assignees, licensees, legal representatives, officers, directors, employees, and agents of all of the foregoing (collectively, the "Released Parties") from and against any and all claims, actions, liabilities, injuries, losses, damages, costs, and expenses (including without limitation, reasonable attorney's fees) of any kind whatsoever arising or resulting, in whole or in part, from participation in this Sweepstakes and/or the receipt and use of any prize. Nikon reserves the right to cancel, suspend, and/or modify the Sweepstakes or any part of it if for any reason beyond Nikon's reasonable control the integrity or proper functioning of the Sweepstakes is impaired, as determined by Nikon in its sole discretion. Nikon, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules. Except where prohibited, Entrant agrees that any and all disputes, claims, and causes of action whatsoever arising out of or connected with this Sweepstakes shall be governed by New York law, exclusive of its choice of law principles, and resolved exclusively under the jurisdiction of the state and federal courts located in New York, New York. In no event shall any of the Released Parties be liable for any indirect, punitive, incidental, special, and/or consequential damages of any kind, for any reason whatsoever, even if such party has been advised of the possibility of same.

WINNER'S LIST/OFFICIAL RULES: For the name of the Winner, please write after July 31, 2024 to: Attn: Nikon's Photography Month Sweepstakes, Communications Department, Nikon Inc., 1300 Walt Whitman Road, Melville, New York 11747.