

Sony Electronics' September 2026 Alpha Birding & Wildlife Photo Sweepstakes

OFFICIAL RULES

OPEN ONLY TO ELIGIBLE LEGAL RESIDENTS OF THE 50 UNITED STATES OR DISTRICT OF COLUMBIA, 18+ YEARS OF AGE AS OF THE TIME OF ENTRY.

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

1. THE SWEEPSTAKES; PROMOTION PERIOD: Sony Electronics' September 2026 Alpha Birding & Wildlife Photo Sweepstakes ("Sweepstakes") is sponsored by Sony Electronics Inc. ("Sponsor"). The Sweepstakes starts on 09/29/2026 beginning at 9:00 AM Pacific Time ("PT") and ends on 10/12/2026 at 11:59 PM PT (the "Promotion Period"). All entries must be received by Sponsor during the Promotion Period.

2. HOW TO ENTER (INTERNET REQUIRED):

Online Entry Only: To enter the Sweepstakes, entrant must, during the Promotion Period:

publish one (1) post consisting of a single image, image carousel, or video to entrant's Instagram feed, either captured using a Sony camera or showcasing entrant's Sony camera, and matching the Birding & Wildlife theme. In the caption, identify entrant's favorite Sony camera or lens and explain why;

tag or mention @sonyalpha in the caption of the Instagram post; and

include the hashtags #SonyAlphaBirdingWildlifeContest2026 and #SweepstakesEntry in the caption.

(collectively, "Submission")

Bonus Entry: Entrant may receive one (1) additional entry by tagging entrant's favorite retailer or the last place entrant purchased Sony gear in the same qualifying entry post. No purchase is necessary to receive the bonus entry.

Once posted on Instagram, entrant's Submission must remain on Instagram until the end of the Promotion Period; otherwise entrant's entry will not be eligible to win. Entrant must follow Instagram's terms and conditions.

Limit: One (1) qualifying Submission and one (1) bonus entry per person, for a maximum of two (2) entries per person during the Promotion Period. Posts published only to Instagram Stories or to platforms other than entrant's Instagram feed are not eligible for entry into this Sweepstakes.

Use of a mobile device means that message and data rates may apply.

3. SUBMISSION: (i) must be in the English language or accompanied by an English translation of the audio or visual text; (ii) may not be inappropriate, offensive, libelous or defamatory, pornographic, sexually explicit, unlawful or plagiarized, as determined by Sony in its sole discretion; (iii) must not be harassing, abusive, threatening, harmful, vulgar, profane, obscene, excessively violent, racially, ethnically or otherwise objectionable or offensive in any way, as determined by Sony in its sole discretion; (iv) may not violate or encourage others to violate any applicable law, statute, ordinance or regulation; (v) may not defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or property rights or any other third-party rights; (vi) may not contain commercial or corporate advertising, other than advertising relating to Sony Electronics Inc. or the retailer tag permitted under Rule 2; (vii) may not include any website URLs, viruses, worms, corrupt files, Trojan horses, or other forms of corruptive code or content that may harm or compromise the proper conduct of this Sweepstakes or Sony; (viii) may not use any watermarks or distinguishing artist marks (such as signatures); and (ix) may not violate Instagram's Terms of Use.

4. WINNERS: On or about 10/13/2026, a random drawing of all eligible entries will be conducted by Sponsor. The winning entry will be drawn and the potential winner will be notified by direct message on Instagram from the @sonyalpha account on or about 10/13/2026. Entrant agrees that Sponsor has the sole right to decide all matters and disputes arising out of or relating to the Sweepstakes and Sponsor's decisions shall be final and binding in all matters pertaining to this Sweepstakes.

5. ONE PRIZE WINNER; USD APPROXIMATE RETAIL VALUE ("ARV"):

There will be one (1) Grand Prize Winner. The Grand Prize Winner can choose one (1) product from the following list as the Grand Prize:

FE 200-600mm F5.6-6.3 G OSS Full-frame Telephoto Zoom Lens (Model: SEL200600G) [ARV: \$2,099.99]; OR

FE 100-400mm F4.5-5.6 GM OSS Full-frame Super-Telephoto Zoom Lens (Model: SEL100400GM) [ARV: \$2,799.99];
OR

FE 400-800mm F6.3-8 G OSS Full-frame Super-Telephoto Zoom Lens (Model: SEL400800G) [ARV: \$2,699.99].

Prizes in this Sweepstakes are nontransferable, nonredeemable for cash, and non-substitutable, except that Sponsor may, at its sole discretion, substitute a prize or any component thereof with one of equal or greater value. Odds of winning the prize depend on the number of eligible entries received. The prize will be awarded provided there is a sufficient number of entrants. Sponsor reserves the right, in its sole discretion, to disqualify and randomly select an alternate potential prize winner in the event that a potential prize winner is unreachable; the prize notification is not responded to or is returned as undeliverable; a potential prize winner fails to provide Sponsor with satisfactory proof of age, identity or residency; a potential prize winner declines acceptance of a prize; or if in Sponsor's determination, a potential prize winner has not complied with these Official Rules. Entrants should regularly check their Instagram DMs for Sweepstakes notifications.

Potential winners may be required to sign and return within ten (10) days of notification or attempted notification of being a potential winner, a Declaration of Eligibility/Compliance (including Social Security Number as required for tax reporting purposes) & Publicity/Liability Release (where permitted by law), or the prize will be forfeited in its entirety and, time allowing, an alternate potential winner will be selected. The prize winner must be 18+ years of age.

The prize winner agrees to comply with all applicable regulations in connection with the prize. The Released Parties (as defined below) will not be responsible for acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause the cancellation or invalidation of this Sweepstakes.

6. ELIGIBILITY: The Sweepstakes is open only to entrants who comply with Rule 2 during the Promotion Period. Entrants must be legal residents of, and living within, the 50 United States or District of Columbia and must be 18+ years of age at the time of entry.

Sony and the officers, directors, and employees (and members of their households and of their immediate families, i.e., parents, children, stepchildren, spouse, siblings, "step" of each and persons residing in the same household of such immediate family members) of Sony, its parent, subsidiaries, affiliates, sales representatives, distributors, providers/vendors, advertising/sweepstakes/web development, administration and design agencies and/or their affiliates, assigns or representatives (hereinafter referred to collectively as "Sony & Others") are ineligible to enter or win.

7. RELEASE: By participating in the Sweepstakes, each entrant releases Sponsor, its parent, affiliated companies, subsidiaries, directors, officers, agents, employees, managers, licensees, distributors, dealers, retailers, printers, representatives and advertising and promotion agencies, and any and all other companies associated with the Sweepstakes, including the social media platform(s), and all of their respective officers, directors, employees, agents and representatives (collectively, the "Released Parties"), from and against any and all liability and claims or causes of action, including, but not limited to, personal injury, death, or damage to or loss of property with respect to any and all aspects of this Sweepstakes, including those arising out of any prize-related activity, whether provided by Sponsor or third parties, or the acceptance or possession or use/misuse of a prize or any component of a prize.

IF ENTRANT IS A CALIFORNIA RESIDENT, ENTRANT WAIVES CALIFORNIA CIVIL CODE SECTION 1542, WHICH STATES: "A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS THAT THE CREDITOR OR RELEASING PARTY DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE AND THAT, IF KNOWN BY HIM OR HER, WOULD HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR OR RELEASED PARTY" (OR ANY EQUIVALENT STATUTORY PROVISION WITH A SIMILAR IMPORT OR INTENT). IF ENTRANT IS A RESIDENT OF A STATE OTHER THAN CALIFORNIA, ENTRANT EXPLICITLY WAIVES THE TERMS AND PROTECTIONS OF ANY STATUTE OF HIS/HER STATE THAT HAS A SIMILAR IMPORT OR INTENT.

The Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Instagram and Instagram is hereby completely released of all liability by each entrant in this Sweepstakes.

8. LIMITATIONS OF LIABILITY: Any entrant who attempts to interfere with the proper play of this Sweepstakes will be disqualified from participation in the Sweepstakes. Persons found tampering with or abusing any aspect of this Sweepstakes, as solely determined by Sponsor, will be disqualified and may be subject to prosecution. If in the

judgment of Sponsor, the Sweepstakes is compromised by viruses, bugs, non-authorized human intervention or other causes beyond the control of Sponsor, which corrupt the administration, security, fairness or proper play of the Sweepstakes, Sponsor reserves the right, in its sole discretion, to discontinue, modify, suspend or terminate the Sweepstakes and proceed in a manner it deems fair and reasonable, including the selection of winners from among eligible entries received prior to such discontinuation, modification, suspension, or termination. Any personally identifiable information collected during an entrant's participation in this Sweepstakes will be collected by Sponsor and used by Sponsor and its agents solely for purposes of the proper administration and fulfillment of the Sweepstakes as described in these Official Sweepstakes Rules or as stated in Sponsor's Privacy Policy at <https://electronics.sony.com/privacy-policy>.

ANY ATTEMPT TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. SPONSOR MAKES NO WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NONINFRINGEMENT.

9. DISPUTES: Issues concerning the construction, validity, interpretation, and enforceability of these Official Sweepstakes Rules shall be governed by the laws of the State of Delaware, without regard to conflict of laws principles. All disputes arising out of or connected with this Sweepstakes will be resolved individually, and without resort to class action. All judgments or awards shall be limited to actual out-of-pocket expenses (excluding attorneys' fees) associated with participation in this Sweepstakes and shall not include any indirect, punitive, incidental and/or consequential damages.

THE PARTIES SHALL NOT RAISE IN CONNECTION THEREWITH, AND HEREBY WAIVE, TRIAL BY JURY.

10. GENERAL: By participating in the Sweepstakes, entrants agree to these Sweepstakes Official Rules and the decisions of Sponsor, which are final and binding in all matters and all respects relating to this Sweepstakes. This Sweepstakes is void where prohibited by law. Acceptance of a prize constitutes the winner's consent to the use of his/her name, biographical information, photograph, and/or likeness for advertising and publicity purposes as determined by Sponsor or its designees without further compensation, except where prohibited by law. All federal, state, and local laws and regulations apply. Sponsor is not responsible for any entries that are lost, late, undelivered, or misdelivered.

11. WINNERS LIST: For the name of the winner, send a self-addressed stamped envelope, with the name of the Sweepstakes, Sony Electronics' September 2026 Alpha Birding & Wildlife Photo Sweepstakes – Winner's List, to 16535 Via Esprillo, San Diego, CA 92127 no later than 10/31/2026.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Instagram.

Sponsor: Sony Electronics Inc., 16535 Via Esprillo, San Diego, CA 92127.

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