

# Sony Electronics - Cruise on Holland America Sweepstakes

## Official Rules

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. MUST BE 21 YEARS OF AGE OR OLDER AT TIME OF ENTRY. A PURCHASE WILL NOT ENHANCE YOUR CHANCES OF WINNING. THIS SWEEPSTAKES IS INTENDED FOR PARTICIPATION IN THE UNITED STATES (EXCLUDING TERRITORIES) AND CANADA (EXCLUDING QUÉBEC) ONLY AND WILL BE GOVERNED BY APPLICABLE U.S. LAW AND CANADIAN LAW. DO NOT ENTER IF YOU ARE NOT ELIGIBLE OR LOCATED OUTSIDE THE UNITED STATES (INCLUDING TERRITORIES) OR CANADA (EXCLUDING QUÉBEC) AT THE TIME OF ENTRY AND/OR DO NOT AGREE TO THESE OFFICIAL RULES.

THIS SWEEPSTAKES CONTAINS A BINDING INDIVIDUAL ARBITRATION CLAUSE AND CLASS ACTION WAIVER APPLICABLE TO THE U.S. AND CERTAIN PROVINCES IN CANADA.

### 1. ELIGIBILITY:

The Sony Electronics – Cruise on Holland America Sweepstakes (“Sweepstakes”) is open only to legal residents of the United States (excluding US territories) and Canada (excluding the Province of Québec), who at the time of entry are at least twenty-one (21+) years of age.

Employees, officers, directors of Sony Electronics Inc. (“Sponsor”), Holland America Line N.V. (“Holland America” or “HAL”), Brandmovers, Inc., d/b/a The A Team (“Administrator”), and their respective parents, subsidiaries, affiliates, suppliers, advertising, promotion and production agencies any companies who are promotional participants or prize providers, Web masters and Web suppliers (and their respective immediate families, defined as spouse, parents, children, and siblings and persons living in their same household) are not eligible to enter or win the Sweepstakes.

Sweepstakes Period:

The Sweepstakes begins at 12:00:01 a.m. Eastern Time (“ET”) on June 26, 2025 (“Sweepstakes Entry Commencement”). Entries received prior to the Sweepstakes Entry Commencement will not be valid. All entries must be received by 11:59:59 p.m. ET on September 30, 2025 (“Sweepstakes Entry Deadline”). Entries received after the Sweepstakes Entry Deadline will not be valid. Entries must be received between the Sweepstakes Entry Commencement and the Sweepstakes Entry Deadline (collectively, “Sweepstakes Period”) to be eligible for this Sweepstakes. Sponsor’s computer is the official clock for this Sweepstakes. Void in Puerto Rico, U.S. territories, Province of Québec and where prohibited by law.

### 2. HOW TO ENTER:

There are two (2) Methods of Entry during the Sweepstakes Period:

#### (a) By Social Media

On your public Instagram account, post what you believe to be your best photo (“Submission”). In the photo’s caption, tag [@sonyalpha](#) and [@hollandamericaline](#) and include the hashtags **#AlphaHALcruise** and **#SweepstakesEntry** to receive one (1) entry into the Monthly Prize drawings and one (1) entry into the Social Prize drawing. See section 7, Submissions, for restrictions.

(b) By Website

Visit <https://alphauniverse.com/AlphaHALCruise-sweepstakes> ("Website") to complete and submit the online entry form with your first and last name, email address, and zip code/postal code. Once you submit your completed form you will receive one (1) entry into the Monthly Prize drawings and one (1) entry into the Grand Prize drawing.

One (1) entry per person, email address and/or Instagram handle per Method of Entry during the Sweepstakes Period. Thus, entrant may enter one (1) time per Social Media Method of Entry and one (1) time per Website Method of Entry. Although it is free to enter, if you use your mobile device to submit your entry, standard message and data rates may apply.

Any attempt by any person to obtain more than the stated number of entries by using multiple/different e-mail accounts, social media or any other methods will void that person's entries and that person will be disqualified based on Sponsor's sole, unappealable determination.

U.S. entrants may opt in to receive email marketing communications from Sony Electronics Inc. about products and services. Entrant may unsubscribe at any time.

By opting in, entrant agrees to

[Sony Electronics Inc Privacy Policy](#)

[CA Privacy Notice](#)

[Sony Electronics' Notice of Financial Incentive/Loyalty Program](#)

<https://corporate.sony.ca/view/privacy.htm>

Entrants who reside in the United States may opt in to receive email marketing communications from Holland America. Entrants may unsubscribe at any time. By so opting-in, entrant consents to Sony providing information collected about entrant in connection with the Sweepstakes to Holland America, which may be used by Holland America in accordance with the Holland America Privacy Notice, which can be found here: <https://www.hollandamerica.com/en/us/legal-privacy/privacy-policy>.

**3. ODDS OF WINNING:**

Odds depend on the number of eligible entries received from each Method of Entry.

**4. SELECTION OF PRIZE WINNERS:**

Monthly Prize Winners: There will be one (1) Monthly Prize Winner selected by random drawing for Entry Periods 1-4 as set forth in the chart below from all eligible entries received from both Methods of Entry during the respective Entry Period Start Date and End Dates. There will be a total of four (4) Monthly Prize Winners.

Social Prize Winner: There will be one (1) Social Prize Winner selected by random drawing from among all eligible entries received via Social Media during the Sweepstakes Period as set forth in the chart below.

Grand Prize Winner: There will be one (1) Grand Prize Winner selected by random drawing from among all eligible entries received via the Website during the Sweepstakes Period as set forth in the chart below.

Each Entry Period begins on the Start Date at 12:00:01 a.m. ET and ends on the End Date at 11:59:59 p.m. ET as set forth in the chart below. Non-winning entries will roll over into the drawings for subsequent Entry Periods, if any.

<b>Entry Periods</b>	<b>Start Date</b> begins at 12:00:01 a.m. ET	<b>End Date</b> ends at 11:59:59 p.m. ET	<b>On/About Drawing Date</b>	<b>On/About Winner Notified Date</b>
Month 1	June 26, 2025	June 30, 2025	July 8, 2025	July 9, 2025
Month 2	July 1, 2025	July 31, 2025	August 5, 2025	August 6, 2025
Month 3	August 1, 2025	August 31, 2025	September 5, 2025	September 8, 2025
Month 4	September 1, 2025	September 30, 2025	October 6, 2025	October 7, 2025
Social Prize	June 26, 2025	September 30, 2025	October 6, 2025	October 7, 2025
Grand Prize	June 26, 2025	September 30, 2025	October 6, 2025	October 7, 2025

Sweepstakes drawings will be conducted under the supervision of the Administrator, an independent organization. Each potential prize winner that entered via the Website will be notified via the email address entrant provided to enter the Sweepstakes, as set forth in the chart above. Each potential prize winner that entered via social media will be notified via an Instagram direct message (“DM”) to the Instagram handle use to enter the Sweepstakes, as set forth in the chart above. **If the notification email or DM is undeliverable or if the potential winner does not respond to it within five (5) days of the notification, they may be disqualified, and an alternate potential winner may be selected in their place.** Please ensure to check your junk/spam folder.

The potential winner will be required to sign an Affidavit of Eligibility/Declaration of Compliance, a Liability Release and/or a Publicity Release. Failure to comply when requested will result in disqualification and forfeiture of the prize.

#### **5. PRIZES AND ESTIMATED RETAIL VALUE IN U.S. DOLLARS (“ERV”):**

**FOUR (4) MONTHLY PRIZE WINNERS** will each receive one (1) Sony WH-1000XM5 Wireless Noise Headphones (Model #: WH-1000XM5) (ERV: \$399.99). Total ERV of Monthly Prize Packages: \$1,599.96.

**ONE (1) SOCIAL PRIZE WINNER** will receive one (1) prize package that includes:

- One (1) Sony Mirrorless Camera (Model #: ILCE-7RM5) (ERV: \$3,899.99)
- One (1) Sony Lens (Model #: SEL70200GM2) (ERV: \$2,799.99)
- One (1) Sony Lens (Model #: SEL2470GM2) (ERV: \$2,299.99)
- One (1) Promotional Cruise Voucher for a Holland America Alaskan seven (7) day cruise for Social Prize Winner and one (1) guest. Sailing must be completed by September 30, 2026. Excludes all July and August sailings onboard Eurodam, Westerdam and Koningsdam. Airfare and ground transportation are **not** included. Promotional Cruise Voucher is subject to additional terms including as set forth below. (ERV: \$3,222.00)

Total ERV of Social Prize Package: \$12,221.97

**ONE (1) GRAND PRIZE WINNER** will receive one (1) prize package that includes:

- One (1) Sony Mirrorless Camera (Model #: ILCE-7RM5) (ERV: \$3,899.99)
- One (1) Sony Lens (Model #: SEL70200GM2) (ERV: \$2,799.99)
- One (1) Sony Lens (Model #: SEL2470GM2) (ERV: \$2,299.99)
- One (1) Promotional Cruise Voucher for a Holland America Alaskan seven (7) day cruise for Grand Prize Winner and one (1) guest. Sailing must be completed by September 30, 2026. Excludes all July and August sailings onboard Eurodam, Westerdam and Koningsdam. Airfare and ground transportation are **not** included. Promotional Cruise Voucher is subject to additional terms including as set forth below. (ERV: \$3,222.00)

Total ERV of Grand Prize Package: \$12,221.97

Promotional Cruise Voucher ("Cruise Voucher") is valid for one (1) oceanview stateroom for two (2) persons (winner and one guest) (the "Consumer(s)") on any Holland America Line® brand cruise on an Alaskan sailing for seven (7) day duration no later than September 30, 2026, subject to availability and blackout dates as determined solely by Holland America Line, N.V. ("Cruise"). Approximate Retail Value ("ARV"): \$3,222.00 USD. Actual ARV of Cruise will be determined at time of booking and is dependent on dates of travel, duration of voyage, seasonal rates, and itinerary. Any difference between stated and actual value will not be awarded. Cruise Vouchers are subject to all terms imposed by HAL and apply to cruise fare, government taxes and fees, required cruise expenses, and crew appreciation only. Cruise fare includes all regular onboard meals and entertainment. Alcoholic beverages, baggage fees and travel expenses (including but not limited to all shore-side hotel accommodations, airline fees and/or ground transfers to and from the ship), excursion fees, gratuities, discretionary hotel/dining charges, meals in alternate dining venues, onboard expenditures, boutique purchases, and any other expenses not specified as being included are the sole responsibility of the Consumer(s). All reservations and Cruise arrangements including, without limitation, the dates and times, are subject to availability (as determined solely by HAL), and restrictions such as capacity restrictions. Blackout dates including holidays may apply. HAL does not guarantee the Cruise will be available on the exact sailing dates requested by Consumer.

Subject to availability, the Consumer may upgrade to a higher cabin category by paying the difference between the Cruise covered by the Cruise Voucher and the cabin category of their choosing (if available). As with any customer booking a cruise, HAL will retain the option to facilitate the Consumer adding additional vacation features such as Internet access, drink packages or upgraded room types (e.g., balcony) at the price available, as specified on the HAL website at the time of Consumer booking. The Consumer must book the Cruise by May 1, 2026 for sailings to be completed by September 30, 2026.

Cruise Vouchers are not redeemable for cash, are non-transferable, and the Consumer who receives the Cruise Voucher must book the Cruise and sail using the Cruise Voucher. Should the Consumer fail to embark, any other guests sailing in the cabin will be held responsible for the full cost of the Cruise. Cruise Vouchers are valid on new bookings only, not valid on previously booked sailings. No changes will be made to travel details once any element(s) of the travel arrangements have been booked, except at HAL's sole discretion. Cruise Vouchers cannot be combined with any other offers, including but not limited to any HAL casino offer, any general HAL offer, or any third-party offer. No refund or credits shall be provided for any unused portion(s) of the Cruise Voucher. Any portion of the Cruise Voucher not accepted by the Consumer will be forfeited, and HAL shall not be responsible for any inability of a Consumer to accept or use any portion of the Cruise Voucher for any reason.

Cruise guests must meet all eligibility requirements to sail as described on HAL's website as of the date of departure unless the Cruise guest is the child of the Consumer (in which case such minor guests must be accompanied at all times during Cruise trip by the Consumer). All Cruise travelers must have all necessary identification and/or Cruise documents (including, but not limited to, a valid passport, visa (if applicable) and all other necessary travel documents, which include any health certifications/proofs of vaccination that are required by HAL and/or applicable governments/ports) required for chosen Cruise. Cruise is subject to the terms and conditions of HAL's Cruise Contract. As set forth in more detail in the Cruise Contract, HAL reserves the right to refuse to embark any traveler, at any time if, in the sole opinion of HAL, a traveler is unfit for any reason for the Cruise. HAL shall not be responsible for any cancellations, delays, diversions or substitution or any acts or omissions whatsoever by Cruise operators or any other persons providing any Cruise-related services or accommodations. Consumer and any guests are also responsible for obtaining travel insurance (and all other forms of insurance) at their option and hereby acknowledge that HAL has not and will not obtain or provide travel insurance or any other form of insurance. Lost, stolen or damaged Cruise Vouchers, will not be replaced or exchanged.

Winners shall be solely responsible for any and all federal, state, and local taxes due as a result of receipt of prize. Prizes may not be transferred, redeemed for cash, or substituted, except by Sponsor, who reserves the right to substitute a prize, or part thereof, with another of comparable or greater value in its sole discretion.

Total ERV of all Prizes to be awarded: \$26,043.90.

## **6. WINNER NOTIFICATION:**

Potential prize winners will be required to complete, sign and return an Affidavit of Eligibility/Declaration of Compliance/Liability Release/Publicity Release form and travel releases **within five (5) days of attempted notification**. The aforementioned Release will be required for the winner and the guest, with regard to the Social Prize and Grand Prize.

In the event a potential winner does not return documents in a timely manner, or accept the prize, or if the prize notification or prize is not deliverable, or a potential winner is ineligible or not in compliance with these Official Rules, prize will be forfeited and, may be awarded to an alternate winner who will also be selected randomly from all remaining non-winning entries received during the applicable Entry Period, at Sponsor's sole discretion. The Sponsor is not responsible for and shall not be liable for late, lost, misdirected or unsuccessful efforts to notify winners. If after a good-faith attempt (as determined by Sponsor) Sponsor is unable to award or deliver a prize, the prize will not be awarded.

By participating in this Sweepstakes, you acknowledge and agree that Sony Electronics Inc. may collect the personal information submitted by you and use the information pursuant to the Sony Electronics Inc. Privacy Policy at <https://products.sel.sony.com/SEL/legal/privacy.html>.

By participating in this Sweepstakes, you acknowledge and agree that Holland America may collect the personal information submitted by you and use the information pursuant to the Holland America Privacy Policy available at <https://www.hollandamerica.com/en/us/legal-privacy/privacy-policy>.

## 7. SUBMISSIONS

**Submission:** (i) may not have been commercially available; (ii) may not have won or have been previously submitted to Sony or to any other Sweepstakes, including third party Sweepstakes; (iii) must be the exclusive original work of the entrant and made for this Sweepstakes; (iv) may not be inappropriate, offensive, libelous or defamatory, pornographic, sexually explicit, unlawful or plagiarized, as determined by Sony in its sole discretion; (v) 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; (vi) may not violate or encourage others to violate any applicable law, statute, ordinance or regulation; (vii) 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; (viii) may not contain commercial or corporate advertising, including but not limited to corporate logos, brand names and slogans, other than those relating to Sony or HAL; (ix) 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; (x) may not use any watermarks or distinguishing artist marks (such as signatures); (xi) must be in the English language or accompanied with an English translation of the audio or visual text; and (xii) if found to be in violation of these Official Rules will be disqualified from this Sweepstakes.

By making a Submission, entrant represents that (i) entrant has the unrestricted right to submit the entry; (ii) all persons whose name, or likeness appears in the Submission ("Entry Participants") have unconditionally consented, in writing, the right to their name or likeness in the entry and unconditionally granted entrant, in writing, the right to submit the entry subject to these Official Rules, a copy of such writing will be furnished to Sony upon request; and (iii) the entry does not infringe upon any third party's proprietary or other rights. No damaged, incomplete, forged or appropriated entries will be accepted. All Submission become the property of Sony. Entrant should retain and store the original versions or formats of the Submission.

Submission submitted consistent with these Rules and as determined by the Sponsor may be displayed on the Website, on other Sony websites, excluding details of entrant's personal contact information.

## 8. CONDITIONS OF PARTICIPATION:

Entrants in this Sweepstakes agree to release and hold Sponsor, Holland America Line N.V., Administrator and their respective parent entities, subsidiaries and affiliated companies, advertising and promotion agencies, any companies who are promotional participants or prize providers, and Web masters and Web supplies, and all of their respective officers, directors, employees, representatives and agents (collectively, "Released Parties") harmless from and against any liability, losses, damages, allegations, claims or cause of actions (collectively, "Losses") arising out of or related to, directly or indirectly, in whole or in part, your participation in this Sweepstakes or receipt, acceptance, use, or misuse of any prize including any travel- or cruise-related elements, including, without limitation, with regard to Losses arising out of or related to: (i) any breach or alleged breach by you of these Official Rules ; (ii) unauthorized human intervention in this Sweepstakes; (iii) any printing, production, typographical, human, technical or other errors; (iv) errors in the administration of this Sweepstakes or the processing of entries; (v) lost, late, misdirected, or undeliverable email; (vi) injury, death, destruction, loss or damage to persons or property; and (vii) defamation, portrayal in a false light, infringement of intellectual property rights, or violation of publicity

or privacy rights. Except where legally prohibited, by accepting a prize, winner grants (and agrees to confirm that grant in writing) permission for Sponsor and those acting under its authority to use winner's name, Submission, voice and/or likeness, for advertising, trade and/or publicity purposes without additional compensation or remuneration in all manner of media now known or hereafter discovered, worldwide and on the World Wide Web, without notice, review or approval.

**With regard to Entrants and Participants and Sweepstakes winner in California, participant and/or winner** agree that all rights granted under Section 1542 of the California Civil Code, ARE HEREBY EXPRESSLY WAIVED. Section 1542 of the California Civil Code reads as follows: 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.

HOLLAND AMERICA LINE N.V. IS A PRIZE SPONSOR ONLY AND IS NOT RESPONSIBLE FOR THE ADMINISTRATION, EXECUTION, OR CONDUCT OF THIS SWEEPSTAKES OR THE SELECTION OF THE WINNER(S).

#### **9. LIMITATIONS ON LIABILITY:**

Released Parties are not responsible for illegible, lost, late, damaged, destroyed, inaccurate, delayed, incomplete, unintelligible, non-delivered, misdirected, stolen entries; or for incomplete, inaccurate, lost, interrupted or unavailable network, satellite, telephone networks or lines, cellular towers or equipment (including handsets), computer online systems, computer equipment, mobile device, software, viruses or bugs, servers or providers, or other connections, availability or accessibility; or for unauthorized access to, or alteration of entries; or miscommunications, failed computer, telephone, cellular, satellite, or cable transmissions, lines or other technical failure; or for jumbled, scrambled, delayed, or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties; or for any other errors of any kind, whether human, technical, mechanical, electronic or network, including, without limitation, any errors which may occur in connection with the administration of this Sweepstakes or in any Sweepstakes-related materials; or for the incorrect or inaccurate capture of entry or other information, or the failure to capture any such information. Persons who tamper with or abuse any aspect of this Sweepstakes or website, as solely determined by the Sponsor, will be disqualified (and all associated entries will be void), and Sponsor reserves the right to terminate such entrant's eligibility to participate in this or any other promotion offered by Sponsor. Entries generated by robotic, programmed, script, macro or other automated means or by any means which subvert the entry process will be disqualified. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Sweepstakes or downloading materials from the website. Should any portion of this Sweepstakes be, in Sponsor's opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right at their sole discretion to suspend or terminate this Sweepstakes, and select winners for the corresponding Entry Period drawing from all non-suspect, eligible entries received for such drawing prior to action taken or as otherwise deemed fair and appropriate by Sponsor. Without limiting the release

provided above, and for greater certainty, Released Parties will not be liable for (a) any incomplete or inaccurate information, whether caused by wireless device users or by any equipment or programming associated with or utilized in this Sweepstakes, or by any technical or human error which may occur in the processing of entries; (b) the theft, destruction or unauthorized access to, or alteration of, entries; (c) any problems with or technical malfunctions of telephone networks or lines, computer online systems, servers or providers, computer equipment, software, viruses or bugs; (d) any failure of any message to be received by or from Sponsor for any reason including but not limited to traffic congestion on the Internet or wireless waves or at any Web site or combination thereof; or (e) damage to a participant's or other person's system or equipment occasioned by participation in this Sweepstakes. In the event of a dispute regarding prize claims or entries received from multiple users having the same billing address, telephone number or e-mail, the authorized subscriber of such e-mail account used at the time of entry will be deemed to be the entrant and must comply with these Official Rules. Authorized account subscriber is the natural person who is assigned the e-mail address by the Internet Service Provider (ISP), online service provider, or other organization responsible for assigning e-mail addresses.

IN NO EVENT WILL THE RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF THE WEBSITE OR DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM THE SITE, OR ANY OTHER WEB SITE ASSOCIATED WITH THIS SWEEPSTAKES. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THE SITE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

#### **10. GOVERNING LAW:**

Except where prohibited by law, all issues concerning the construction, validity and enforcement of these Official Rules, or the rights and obligations of the entrant and Sponsor, shall be construed and governed by the laws of the state of California, without regard to conflicts of law. All suits or claims brought in connection with this Sweepstakes must be brought, for U.S. entrants, in a state or federal court in San Diego, California or, for Canadian entrants, in a state or provincial court in Toronto, Canada.

#### **11. DISPUTES:**

Issues concerning the construction, validity, interpretation and enforceability of these Official Rules shall be governed by: (i) the laws, with regard to entrants and participants in the United States, of the State of Delaware, without regard to conflict of laws principles; and (ii) the laws, with regard to entrants and participants in Canada, of the Province of Ontario, Canada, without regard to conflict of laws principles.

***For New Jersey (U.S.) residents: Nothing herein prohibits recovery of damages or attorneys' fees where required by statute.***



**For U.S. Entrants and Participants only:** Should a dispute or claim arise related to this Sweepstakes ("Dispute"), entrant, participant and Sony agree that the Dispute shall be resolved exclusively through binding arbitration. ENTRANT AND PARTICIPANT UNDERSTAND AND ACKNOWLEDGE THAT BY AGREEING TO ARBITRATION, ENTRANT/PARTICIPANT IS GIVING UP THE RIGHT TO LITIGATE (OR PARTICIPATE IN LITIGATION AS A PARTY OR CLASS MEMBER) ANY DISPUTES IN COURT. ENTRANT/PARTICIPANT ALSO AGREE THAT ANY DISPUTE RESOLUTION PROCEEDING WILL ONLY CONSIDER ENTRANT'S/PARTICIPANT'S INDIVIDUAL CLAIMS, AND SONY AND ENTRANT/PARTICIPANT AGREE NOT TO HAVE ANY DISPUTE HEARD AS A CLASS ACTION, REPRESENTATIVE ACTION, CONSOLIDATED ACTION, OR PRIVATE ATTORNEY GENERAL ACTION.

Arbitration Instructions with regard to United States Entrants/Participants. To begin arbitration, either Entrant/Participant or Sony must make a written demand to the other for arbitration. The arbitration will take place before a single arbitrator. The arbitration will be administered in keeping with the Expedited Procedures of the Commercial Arbitration Rules and the Supplementary Proceedings for Consumer-Related disputes ("Rules") of the American Arbitration Association ("AAA"), when applicable and in effect when the claim is filed. Entrant/Participant may get a copy of AAA's Rules by contacting AAA at (800) 778-7879 or visiting [www.adr.org](http://www.adr.org). The filing fees to begin and carry out arbitration will be shared between Entrant and Sony, but in no event shall Entrant fees ever exceed the amount allowable by the special rules for Consumers Disputes provided for by AAA, at which point Sony will cover all additional administrative fees and expenses. This does not prohibit the arbitrator from giving the winning party their fees, including reasonable outside attorney's fees, and expenses of the arbitration when appropriate pursuant to the Rules. Unless entrant and Sony agree differently, the arbitration will take place in the county and state where entrant lives, and applicable U.S. federal or Delaware state law shall govern the substance of any Dispute during the arbitration. However, the U.S. Federal Arbitration Act, 9 U.S.C. § 1, et seq., will govern the arbitration itself and not any state or other law on arbitration. The arbitrator's decision will be binding and final, except for a limited right of appeal under the U.S. Federal Arbitration Act. Any judgments or awards shall be limited to actual incurred 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.

**Arbitration Instructions with regard to Canadian Entrants/Participants excluding Entrants/Participants in Ontario, Saskatchewan, and Alberta and where prohibited:**

**If Entrant/Participant is a resident of any Canadian jurisdiction (i.e., Ontario, Saskatchewan, and Alberta) where mandatory arbitration or waivers are prohibited, this Section does not apply to Entrant/Participant.**

Entrant/Participant agrees to seek to resolve the dispute or controversy with regard to this Sweepstakes through mediation with Canadian Arbitration Association before pursuing any other proceedings. Nothing herein shall preclude entrant, participant or Sponsor from seeking injunctive relief in the event that either of them perceives that, without such injunctive relief, serious harm may be done to the party. Either party to the dispute may serve notice on the other of its desire to resolve a particular dispute by mediation. The mediator shall be appointed by agreement between the parties or, if the parties cannot agree within five (5) days after receipt of the notice of intention to mediate, the mediator will be appointed by Canadian Arbitration Association. The mediation will be held at Toronto, Canada. The parties agree to attempt to resolve their dispute at mediation. The costs of the mediator shall be shared equally by the parties. If the

dispute has not been resolved within thirty (30) days of the notice of desire to mediate, any party may terminate the mediation and proceed to arbitration as set out below.

Subject to the mediation provisions set out above, if any dispute or controversy occurs between the parties relating in any way to this Sweepstakes, the dispute will be resolved by arbitration at Canadian Arbitration Association pursuant to the general Canadian Arbitration Association Rules for Arbitration. Any party may serve notice of its desire to refer a dispute to arbitration. The arbitration shall be conducted by a single arbitrator. The arbitration shall be held in Toronto, Canada. The arbitration shall proceed in accordance with the provisions of the Arbitration Act (applicable to the Entrant's/Participant's province of residence). The decision arrived at by the arbitrator shall be final and binding and no appeal shall lie therefrom. Judgment upon the award rendered by the arbitrator may be entered in any court having jurisdiction. The costs of the arbitrator shall be divided equally between the parties.

## **12. GENERAL:**

By participating in this Sweepstakes, entrants/participants agree to these Sweepstakes Official Rules and the decisions of Sony, which are final and binding in all matters and all respects relating to this Sweepstakes.

**FOR RESIDENTS OF CANADA:** Any winner from Canada must answer a time-limited mathematical skill-testing question without assistance of any kind, whether mechanical or otherwise, to be administered by the Affidavit or telephone at a time specified by Sponsor. Failure to answer skill-testing question correctly in the time provided will result in disqualification and selection of an alternate winner, at Sponsor's sole discretion. Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate or necessary to comply with applicable law. Personally identifiable information you submit in connection with the Sweepstakes will be collected, used, and disclosed only for the purposes of administering the Sweepstakes, prize fulfillment, as you otherwise expressly consent, or as required by law. By entering the Sweepstakes, you consent to such collection, use, and disclosure.

By entering this Sweepstakes, entrant/participant grants their consent to transfer their personal data to the United States for purposes of administration of this Sweepstakes and consent for their personal information to be transmitted, stored and processed in jurisdictions outside of Canada that may not have the same protections as Canada. By entering this Sweepstakes, entrant/participant agrees that their personal information may be used for the following purposes and have the following consequences: (A) to contact entrant/participant regarding this Sweepstakes; (B) to publish an entrant's name in a Winners List, if they should win; and (C) if an entrant/participant elects to receive additional information, to send additional information to that entrant/participant. Entrants/Participants have the right to access, withdraw and correct their personal data. Entrants/Participants may request such action by sending a message to Sony Electronics – Cruise on Holland America Sweepstakes Official Rules, 16535 VIA ESPRILLO, SAN DIEGO, CA, U.S.A. For further information see Sony Electronics Inc. Privacy Policy available online at <https://products.sel.sony.com/SEL/legal/privacy.html> for residents of the U.S. and <https://corporate.sony.ca/view/privacy.htm> for residents of Canada.

Acceptance of the prize constitutes the winner's consent to the use of their name, biographical information, photograph, likeness, and Submission for advertising and publicity purposes as determined by Sony or its designees without further compensation, except where prohibited by law. All federal, state/provincial and local laws and regulations apply.

### **13. WINNERS LIST:**

For the name of the prize winners, no later than January 31, 2026, send a self-addressed, stamped envelope to: Sony Electronics – Cruise on Holland America Sweepstakes Winners List, P.O. Box 1843, Montague, NJ 07827 USA . Legal residents of Canada may omit return postage from the self-addressed envelope.

14. **SPONSOR:** Sony Electronics Inc., 16535 Via Esprillo, San Diego, CA 92127 USA

15. **ADMINISTRATOR:** Brandmovers, Inc. d/b/a The A Team, 1519 Carroll Dr NW, Atlanta, GA 30318 USA

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