

Sony Electronics' Alpha Camera Academy September-October 2026 Sweepstakes

OFFICIAL RULES

OPEN ONLY TO ELIGIBLE LEGAL RESIDENTS OF THE 50 UNITED STATES OR DISTRICT OF COLUMBIA, 18+ YEARS OF AGE (19+ in AL, NE) AS OF 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' Alpha Camera Academy September-October 2026 Sweepstakes ("Sweepstakes") is sponsored by Sony Electronics Inc. ("Sponsor"). The Sweepstakes starts on 9/16/26, beginning at 9:00 AM Pacific Standard Time ("PST") and ends on 10/31/26 at 11:59 PM PST (the "Promotion Period"). All entries must be received by Sponsor during the Promotion Period.

2. HOW TO ENTER:

Online Entry Only: To enter the Sweepstakes, entrant must, during the Promotion Period, start one course on the Alpha Camera Academy website located at <https://alphauniverse.com/academy/>. Entrant must log in to their Alpha Universe account on the website and view at

least one module in order to start a course and be entered into the Sweepstakes.

Limit: One (1) entry per person regardless of number of courses started during the promotion period or prior to the promotion period

3. WINNERS: On or about 10/31/26, random drawing of all eligible entries will be conducted by Sponsor. Winning entry will be drawn and the potential winner will be notified via the email address associated with their Alpha Universe account on or about 11/5/26. If, despite reasonable efforts, a potential winner does not respond within seventy-two (72) hours of the first notification attempt, such potential winner will forfeit his or her Prize and an alternate winner may be selected. If any potential prize winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines the Prize for any reason prior to award, such potential prize winner will be disqualified, and an alternate prize winner may be selected.

Sponsor's decisions shall be final and binding in all matters pertaining to this Sweepstakes.

4. PRIZES AND USD APPROXIMATE RETAIL VALUE ("ARV"): There will be one (1) winner. The winner will receive one (1) Signed copy of Emmett Sparling's Thin Spaces

Total ARV: \$250 USD

Prize in this Sweepstakes is 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 depends on the number of eligible entries received. The prize will be awarded provided there are 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; failure 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 junk mail/spam filters for Sweepstakes notifications.

Potential winner 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(s) will be selected. The prize winner must be 18+ years of age (19+ in AL, NE).

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.

5. ELIGIBILITY: The Sweepstakes is open only to entrants who comply with Rule 2 during the Promotion Period. Entrants must be a legal resident of, and living within, the 50 United States or District of Columbia, 18+ (19+ in AL, NE) years of age at time of entry. Directors, officers, and employees (and members of their household or of their immediate families, i.e. parents, children, stepchildren, spouse, siblings, “step” of each and other persons residing in the same household of such immediate family members) of Sponsor, its parent, subsidiaries, affiliates, sales representatives, distributors, providers/vendors, advertising/contest/web development partners, administration and design agencies, agents, and/or their affiliates, assigns and representatives and any and all other companies involved in the implementation and execution of the Sweepstakes are not eligible to enter or win a prize.

6. 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. Released Parties are not responsible for problems downloading or uploading any Sweepstakes-related information to or from the web site or for any other technical malfunctions of electronic equipment, computer on-line systems, servers, or providers, computer hardware or software failures, phone lines, failure of any electronic mail entry to be received by Sponsor on account of technical problems, traffic, congestion on the internet or the web site, or any other technical problems related to web site entries including telecommunication miscommunication or failure, and failed, lost, delayed, incomplete, garbled or misdirected communications which may limit an Entrant's ability to participate in the Sweepstakes.

By entering entrants agree to hold harmless and indemnify the Sweepstakes Entities, and their respective brokers, stockholders, governors, and agents against any and all liability, damages or causes of action (however named or described), with respect to or arising out of either (i) entrant's participation in the Sweepstakes; or (ii) the receipt or use of the prizes awarded in the Sweepstakes.

Entrants agree that: (i) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or any Prizes awarded, other than the administration of the Sweepstakes or the determination of winners shall be resolved individually, without resort to any form of class action, and exclusively in the Commonwealth of Massachusetts, (ii) any and all claims, judgments and awards shall be limited to actual Prize in dispute but in no event attorneys' fees; and (iii) under no circumstances will entrant be permitted to obtain awards for and entrants hereby waive all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses of the prize in dispute, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Florida.

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.”

7. 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.**

8. 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.

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

9. 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.

10. WINNERS LIST: For the name of the winner, send a self-addressed stamped envelope, with the name of the Sweepstakes, Sony Electronics' Alpha Camera Academy September-October 2026 Sweepstakes– Winner's List, to 16535 Via Esprillo, San Diego, CA 92127 no later than 06/31/2026.

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

Sony Electronics' Alpha Camera Academy July 2026
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