

# Pre-Order a LUMIX S5 and Receive a Free Sigma Lens

While Supplies Last!

Consumers who pre-order the new LUMIX S5 camera will be eligible to receive a free SIGMA 45mm F2.8 DG DN lens (L-Mount)<sup>1</sup> with an approximate retail value of \$549! As a part of the L-Mount Alliance, LUMIX is excited to offer consumers a complimentary lens to pair with the new compact, high performance hybrid S5 that is Moving Images Forward.

Before participating, please review the Promotion Terms and Conditions located [shop.panasonic.com/s5promoterms](https://shop.panasonic.com/s5promoterms). By submitting a claim you expressly agree to the Terms and Conditions.

The Promotion is open only to legal permanent residents of: the fifty (50) United States, the District of Columbia, Puerto Rico, and Guam (excluding, without limitation, all other U.S. territories and possessions, and where prohibited by law), who are 18 years of age or older. Additional exclusions in Terms and Conditions.

**Step 1:** Purchase a **LUMIX S5 (DC-S5BODY or DC-S5KK)** during the Promotion Period (**September 2, 2020 – September 30, 2020**) from a participating retailer in the US. A list of participating retailers can be found at: <https://shop.panasonic.com/view-all-camera-authorized-retailers.html>.

**Step 2:** File a claim at <http://panasonic.registria.com/lumixpromo> during the Claim Period (**September 2 – November 15, 2020**). To file a claim, Participants will first be required to submit a copy of the full purchase receipt or deposit receipt showing the participating retailer, date and time of purchase, model number, purchase price and confirmed payment. Upon receiving the product, participants must complete their claim, providing the full purchase receipt, product serial number found on the base of the product or the side of the product box, and a photograph of the serial number and barcode. See the Terms and Conditions for more information on how to submit a claim.

Participants will be sent an automated email to confirm the receipt of their claim and the next steps of the claim process.

## Receive a Free Gift (while supplies last)

Qualified Participants will receive a **SIGMA 45mm F2.8 DG DN lens (L-Mount)** with an approximate retail value of US\$549.

One Free Gift per qualifying purchase, up to two Free Gifts per person.

Supplies are limited and free gifts will be awarded in ascending chronological order of the Qualifying Products' purchase dates and times as indicated on the purchase receipts.

**Questions?** Send them to [lumixpromo@us.panasonic.com](mailto:lumixpromo@us.panasonic.com)

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<sup>1</sup> L-Mount is a registered trademark of Leica Camera AG.