

Sony Electronics' aibo Cocoa Chiffon Edition 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' **aibo Cocoa Chiffon Edition** Sweepstakes ("Sweepstakes") is sponsored by Sony Electronics Inc. ("Sponsor"). The Sweepstakes starts on 4/9/2026 beginning at 9:00 AM Pacific Standard Time ("PST") and ends on 5/7/2026 at 11:59 PM PST (the "Promotion Period"). All entries must be received by Sponsor during the Promotion Period.

2. HOW TO ENTER AND REDEEM:

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

- (i) Post the name you would choose for the aibo in the comments on Sony Electronics Instagram AND
- (ii) Opt in to receive exclusive Sony aibo updates

One post = one entry. Entries are unlimited, following the guidelines and timeframes listed above.

By entering the Sweepstakes you acknowledge that you have read and understand [Sony Electronics' Notice of Financial Incentive/Loyalty Program](#).

Alternative Method of Entry ("AMOE"): You may also enter the sweepstakes by mailing in a letter including your full name, complete mailing address, email address, and phone number to: Sony Electronics' aibo C/O Cocoa Chiffon Edition Sweepstakes, 16535 Via Esprillo, San Diego, CA 92127. Mail-in entries must be postmarked during the Promotion Period and received by 5/7/2026.

Winner Redemption:

WINNER REDEMPTION. To redeem the Purchase Opportunity, within twenty-four (24) hours of notification of your selection you must: (i) confirm you have (or create) a Sony Account and provide the information reasonably requested by Sponsor to verify your identity and eligibility; and (ii) provide proof of the related qualifying Post (if applicable). Once Sponsor verifies the above information, you will have fourteen (14) days to complete the purchase of the Cocoa Chiffon Edition aibo for \$3,299.99 (plus any applicable taxes and shipping, if any). If you fail to timely provide the required redemption information or fail to complete the purchase within the purchase window, Sponsor may withdraw the Purchase Opportunity and select an alternate winner.

3. WINNERS: On or about 05/7/26 a random drawing of all eligible entries will be conducted by Sponsor. Winning entry will be drawn and the potential winner will be notified by direct message on Instagram from @SonyElectronics account or by e-mail on or about 5/8/2026.

SELECTION; NO GUARANTEE. Entry provides a chance to be selected to receive a Purchase Opportunity. Selection is by random drawing. Being selected does not mean you have received the product; it means you have been offered the Purchase Opportunity, which must be exercised by completing the purchase in accordance with these Official Rules.

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

4. PRIZE; LIMITED AVAILABILITY; ARV. Sponsor will select a number of winners (each, a “Winner”) based on the limited number of Cocoa Chiffon Edition aibo units made available by Sponsor for sale in the United States during the Promotion Period (the “Available Inventory”). The number of Winners may be less than the number of eligible entrants and is not guaranteed. Each Winner will receive the opportunity to purchase one (1) Cocoa Chiffon Edition aibo (the “Purchase Opportunity”) for \$3,299.99 (plus any applicable taxes and shipping, if any). **No product is awarded for free.** The Purchase Opportunity is subject to limited available inventory, and all entrants may not be selected. *ARV of the Purchase Opportunity: \$0.00.*

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 Instagram messages 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. Employees and the immediate families of employees of Sponsor, and its parent, subsidiaries, affiliates, agents, 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.

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> and [CA Privacy Notice](#) (where applicable).

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 prize winners, no later than 9/30/26, send a self-addressed, stamped envelope to: Sony Electronics' Cocoa Chiffon edition aibo Sweepstakes Winners List, 16535 Via Esprillo, San Diego, CA 92127; or go to Sony Electronics Instagram page.

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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