

Panasonic LUMIX		New Year Camera Deals			Digital Imaging Promotions	
					Week Beginning:	01/11/26
					Week Ending:	01/31/26
S-Series Camera	Current/New Model	S Series Camera-Full Frame	MSRP	Instant Savings	Promo Price	
	DC-S5BODY	S5 Full Frame Mirrorless 4k 60p Camera (Body)	\$1,799.99	\$200.00	\$1,599.99	
	DC-S5KK	S5 Full Frame Mirrorless Camera w/20-60mm Lens	\$2,099.99	\$200.00	\$1,899.99	
	DC-S5M2BODY/9	S5M2 Body Full Frame Mirrorless 4k 60p Camera (Body)	\$1,999.99	\$200.00	\$1,799.99	
	DC-S5M2KK/9	S5M2 Kit Full Frame Mirrorless Camera w/20-60mm Lens	\$2,299.99	\$200.00	\$2,099.99	
	DC-S5M2WK	S5M2 2 Lens Kit Full Frame w/20-60mm Lens + 50mm	\$2,749.99	\$200.00	\$2,549.99	
	DC-S5M2AK9	*NEW Kit* S5M2 Kit Full Frame w/24-60mm f2.8	\$2,799.99	\$200.00	\$2,599.99	
	DC-S5M2XBODY/9	S5MX2 Body Full Frame Mirrorless 4k 60p Camera	\$2,199.99	\$200.00	\$1,999.99	
	DC-S5M2XKK/9	S5M2X Kit Full Frame Mirrorless Camera w/20-60mm Lens	\$2,499.99	\$100.00	\$2,399.99	
	DC-S5M2XWK	S5M2X 2 Lens Kit Full Frame w/20-60mm Lens + 50mm	\$2,949.99	\$200.00	\$2,749.99	
	DC-S5M2XAK9	*NEW Kit* S5M2X Kit Full Frame w/24-60mm f2.8	\$2,999.99	\$200.00	\$2,799.99	
	DC-S1M2ESBODY/9	S1M2E Full Frame 24MP Sensor w/S1M2 Body (Body)	\$2,499.99	\$300.00	\$2,199.99	
	DC-S1M2BODY/9	S1M2 Lumix Partially Stacked Sensor (Body)	\$3,199.99	\$200 TITU	\$2,999.99 w/TITU	
	DC-S1M2AK9	*NEW Kit* S1M2 Kit Full Frame w/24-60mm f2.8	\$3,999.99	\$0.00	\$3,999.99	
	DC-S1RM2BODY/9	S1RM2 First Lumix 8K FF Camera (Body)	\$3,299.99	\$200 TITU	\$3,099.99 w/TITU	
	DC-S1RM2AK9	*NEW Kit* S1RM2 Kit Full Frame w/24-60mm f2.8	\$4,099.99	\$0.00	\$4,099.99	
	DC-S9BODYYK/9	S9 Full Frame Camera (Body Black)	\$1,499.99	\$100.00	\$1,399.99	
	DC-S9BODYP	S9 Full Frame Camera (Body Pink)	\$1,499.99	\$100.00	\$1,399.99	
	DC-S9NA/9	S9 Full Frame Camera w/18-40mm (Blue Kit)	\$1,799.99	\$200.00	\$1,599.99	
	DC-S9NK/9	S9 Full Frame Camera w/18-40mm (Black Kit)	\$1,799.99	\$200.00	\$1,599.99	
	DC-S9NG/9	S9 Full Frame Camera w/18-40mm (Green Kit)	\$1,799.99	\$200.00	\$1,599.99	
	DC-S9NGA/9	S9 Full Frame Camera w/18-40mm (Mint Green Kit)	\$1,799.99	\$200.00	\$1,599.99	
	DC-S9NR/9	S9 Full Frame Camera w/18-40mm (Red Kit)	\$1,799.99	\$200.00	\$1,599.99	
	DC-S9NP/9	S9 Full Frame Camera w/18-40mm (Pink Kit)	\$1,799.99	\$200.00	\$1,599.99	
G-Series Camera	Current/New Model	G Series Camera M4/3rd	MSRP	Instant Savings	Promo Price	
	DMC-G7KK/S	G7, 4K Mirrorless ILC Camera w/14-42 mm Lens (blk/slvr)	\$799.99	\$0.00	\$799.99	
	DC-G100DKK/9	Updated G100, 4K Mirrorless Camera w/12-32mm Lens	\$749.99	\$0.00	\$749.99	
	DC-G100DVK/9	Updated G100, 4K Mirrorless Camera w/12-32mm Lens, Tripod Grip	\$799.99	\$0.00	\$799.99	
	DMC-G85MK	G85, Mirrorless ILC Camera w/12-60mm Lens	\$899.99	\$0.00	\$899.99	
	DC-G97MK/9	G97, 4K Mirrorless Camera w/12-60mm f/3.5-5.6	\$849.99	\$0.00	\$849.99	
	DC-GH5M2BODY	GH5M2, Mirrorless Camera w/Livestreaming	\$1,499.99	\$0.00	\$1,499.99	
	DC-GH5M2LK	GH5M2, Mirrorless Camera w/Livestreaming w/Leica Lens 12-60mm	\$2,099.99	\$0.00	\$2,099.99	
	DC-G9M2BODY/9	G9M2, Phase AF MFT Camera (Body Only)	\$1,899.99	\$400.00	\$1,499.99	
	DC-G9M2LK/9	G9M2, Phase AF MFT Camera w/12-60mm f/2.8-4	\$2,499.99	\$400.00	\$2,099.99	
	DC-GH7BODY/9	GH7, Phase AF MFT Camera (Body Only)	\$2,199.99	\$200.00	\$1,999.99	
	DC-GH7LK/9	GH7, Phase AF MFT Camera w/ Leica 12-60mm f/2.8-4	\$2,799.99	\$200.00	\$2,599.99	

Free three year extended warranty is available on select models at Authorized U.S. Panasonic Imaging Dealers
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Panasonic LUMIX		New Year Lens Deals			Digital Imaging Promotions	
					Week Beginning:	01/11/26
					Week Ending:	01/31/26
S-Series Lenses	Current/New Model	S Series Full Frame Lenses	MSRP	Instant Savings	Promo Price	
	S-E100/J	LUMIX S 100mm f/2.8 Macro/Portrait	\$1,099.99	\$50.00	\$1,049.99	
	S-R24105	24-105mm F4 L-Mount Interchangeable Lens	\$1,399.99	\$50.00	\$1,349.99	
	S-R28200	28-200 Small Compact Zoom Lens	\$999.99	\$0.00	\$999.99	
	S-R70200	70-200mm F4 Telephoto Lens, Full-frame L Mount	\$1,599.99	\$0.00	\$1,599.99	
	S-R70300	70-300mm F4 Telephoto Lens, Full-frame L Mount	\$1,199.99	\$0.00	\$1,199.99	
	S-X50	50mm F1.4 Leica Lens	\$2,499.99	\$200.00	\$2,299.99	
G-Series Lenses	Model	G Series M4/3rd Lenses	MSRP	Instant Savings	Promo Price	
	H-E08018	8-18mm f/2.8-4.0 Lecia Lens	\$1,299.99	\$0.00	\$1,299.99	
	H-ES045	45mm f2.8 Leica Macro Lens	\$799.99	\$0.00	\$799.99	
	H-ES12035	12-35m f2.8 Leica Lens	\$1,099.99	\$100.00	\$999.99	
	H-ES12060	12-60mm f2.8-4 Lecia Lens	\$1,049.99	\$100.00	\$949.99	
	H-ES35100	35-100mm f2.8 Leica Lens	\$1,199.99	\$0.00	\$1,199.99	
	H-ES50200	50-200mm f/2.8-4.0 Lecia Lens	\$1,899.99	\$0.00	\$1,899.99	
	H-ES200	200mm f2.8 Leica Lens	\$2,999.99	\$0.00	\$2,999.99	
	H-F007014	7-14mm f4.0 Lens	\$899.99	\$0.00	\$899.99	
	H-FS12060	12-60mm f3.5-5.6	\$549.99	\$0.00	\$549.99	
	H-FS45150AK	Lumix 45-150mm f4-5.6 Lens	\$349.99	\$100.00	\$249.99	
	H-FSA100300	100-300mm f4-5.6 Lens	\$849.99	\$100.00	\$749.99	
	H-FSA14140	14-140mm f3.5-5.6 Lens	\$649.99	\$0.00	\$649.99	
	H-H020AK	20mm f1.7 Lens (blk)	\$399.99	\$0.00	\$399.99	
	H-H020AS	20mm f1.7 Lens (slv)	\$399.99	\$0.00	\$399.99	
	H-H025K	25mm f.17	\$299.99	\$0.00	\$299.99	
	H-HS030	30mm f2.8 Lens	\$499.99	\$50.00	\$449.99	
	H-HS043K	42.5mm f1.7 Lens	\$499.99	\$0.00	\$499.99	
	H-NS043	42.5mm, f/1.2 LEICA NOCTICRON	\$1,999.99	\$300.00	\$1,699.99	
	H-PS14042K	Lumix 14-42mm f3.5-5.6 Power Zoom Lens (blk)	\$499.99	\$50.00	\$449.99	
	H-PS14042S	Lumix 14-42mm f3.5-5.6 Power Zoom Lens (slv)	\$499.99	\$50.00	\$449.99	
	H-PS45175K	Lumix 45-175mm f4-5.6 Power Zoom Lens	\$549.99	\$0.00	\$549.99	
	H-RSA100400	100-400mm f4-6.3 Leica Lens	\$1,699.99	\$0.00	\$1,699.99	
	H-X012	12mm f/1.2 Leica Lens	\$1,299.99	\$100.00	\$1,199.99	
	H-X09	9mm f/1.7 Leica Lens	\$549.99	\$0.00	\$549.99	
	H-X015K	15mm f1.7 Leica Lens	\$649.99	\$50.00	\$599.99	
	H-XA025	25mm f/1.4 Leica Lens	\$849.99	\$50.00	\$799.99	
	H-X1025	10-25mm f/1.7 Leica Lens	\$1,999.99	\$0.00	\$1,999.99	
	H-X2550	25-50mm f/1.7 Leica Lens	\$1,999.99	\$0.00	\$1,999.99	

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