



\$699.99 Savings
DC-S9N Kit 18-40mm
All Color Variations
\$200 IR Plus Free
50mm f1.8



\$849.99 Savings
DC-S5M2BODY/KK
DC-S5M2XBODY/KK
\$200 IR Plus Free
85mm f1.8



Save \$300
First Time Savings!
DC-S1RM2 Body
DC-S1RM2AK Kit
w/24-60 f2.8

Panasonic LUMIX **Free Lens February Deals with S9/S5M2/S5M2X** **Digital Imaging Promotions**
 Week Beginning: 02/15/26
 Week Ending: 02/28/26

	Current/New Model	S Series Camera-Full Frame	MSRP	Instant Savings/TITU/Free Lens	Promo Price
S-Series Camera	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
	<u>DC-S5M2BODY/9 + 85mm</u>	<u>S5M2 Body Full Frame Mirrorless 4k 60p Camera (Body)</u>	\$2,649.98	\$849.99	\$1,799.99
	<u>DC-S5M2KK + 85mm</u>	<u>S5M2 Kit Full Frame Mirrorless Camera w/20-60mm Lens</u>	\$2,949.98	\$849.99	\$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
	<u>DC-S5M2XBODY/9 + 85mm</u>	<u>S5MX2 Body Full Frame Mirrorless 4k 60p Camera</u>	\$2,849.98	\$849.99	\$1,999.99
	<u>DC-S5M2XKK/9 + 85mm</u>	<u>S5M2X Kit Full Frame Mirrorless Camera w/20-60mm Lens</u>	\$3,149.98	\$849.99	\$2,299.99
	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	\$400 Trade In Bonus	\$2799.99 w/\$400 TITU
	DC-S1M2AK9	*NEW Kit* S1M2 Kit Full Frame w/24-60mm f2.8	\$3,999.99	\$400 Trade In Bonus	\$3599.99 w/\$400 TITU
	DC-S1RM2BODY/9	S1RM2 First Lumix 8K FF Camera (Body)	\$3,299.99	\$300.00	\$2,999.99
	DC-S1RM2AK9	*NEW Kit* S1RM2 Kit Full Frame w/24-60mm f2.8	\$4,099.99	\$300.00	\$3,799.99
	<u>DC-S9BODYK/9 + 50mm</u>	<u>S9 Full Frame Camera (Body Black)</u>	\$1,999.98	\$599.99	\$1,399.99
	<u>DC-S9BODYP +50mm</u>	<u>S9 Full Frame Camera (Body Pink) +Free S-S50 f1.8 \$499.99 Value</u>	\$1,999.98	\$599.99	\$1,399.99
	<u>DC-S9NP/9 +50mm</u>	<u>S9 Full Frame w/18-40mm Pink +Free S-S50 f1.8 \$499.99 Value</u>	\$2,299.98	\$699.99	\$1,599.99
	<u>DC-S9NSB9 +50mm</u>	<u>New S9 Full Frame w/ 18-40mm Black and Silver</u>	\$2,299.98	\$699.99	\$1,599.99
	<u>DC-S9NWA9 +50mm</u>	<u>New S9 Full Frame w/ 18-40mm White and Silver</u>	\$2,299.98	\$699.99	\$1,599.99
<u>DC-S9NA/9 +50mm</u>	<u>S9 Full Frame Camera w/18-40mm (Blue Kit)</u>	\$2,299.98	\$699.99	\$1,599.99	
<u>DC-S9NK/9 +50mm</u>	<u>S9 Full Frame Camera w/18-40mm (Black Kit)</u>	\$2,299.98	\$699.99	\$1,599.99	
<u>DC-S9NG/9 +50mm</u>	<u>S9 Full Frame Camera w/18-40mm (Green Kit)</u>	\$2,299.98	\$699.99	\$1,599.99	
<u>DC-S9NGA/9+50mm</u>	<u>S9 Full Frame Camera w/18-40mm (Mint Green Kit)</u>	\$2,299.98	\$699.99	\$1,599.99	
<u>DC-S9NR/9+50mm</u>	<u>S9 Full Frame Camera w/18-40mm (Red Kit)</u>	\$2,299.98	\$699.99	\$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
	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	\$400.00	\$1,799.99
DC-GH7LK/9	GH7, Phase AF MFT Camera w/ Leica 12-60mm f/2.8-4	\$2,799.99	\$400.00	\$2,399.99	
P/S	DC-FZ80DK	GH7, Phase AF MFT Camera w/ Leica 12-60mm f/2.8-5	\$549.99	\$50.00	\$499.99

Free three year extended warranty is available on select models at Authorized U.S. Panasonic Imaging Dealers
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 PRO SERVICES

Current/New Model		S Series Full Frame Lenses	MSRP	Instant Savings	Promo Price
S-Series Lenses	S-S18	18mm F1.8 L-Mount Interchangeable Lens	\$1,099.99	\$0.00	\$1,099.99
	S-S24	24mm F1.8 L-Mount Interchangeable Lens	\$999.99	\$0.00	\$999.99
	S-S35	35mm F1.8 L-Mount Interchangeable Lens	\$749.99	\$0.00	\$749.99
	S-S50	50mm F1.8 L-Mount Interchangeable Lens (Free with Pink S9Body/N)	\$499.99	\$0.00	\$499.99
	S-S85	85mm F1.8 L-Mount Interchangeable Lens	\$649.99	\$0.00	\$649.99
	S-E100/J	LUMIX S 100mm f/2.8 Macro/Portrait	\$1,099.99	\$0.00	\$1,099.99
	S-E2460	24-60mm F2.8 L-Compact Leica Lens	\$1,049.99	\$0.00	\$1,049.99
	S-E2470	S Pro 24-70mm F2.8 L-Leica Lens	\$2,149.99	\$100.00	\$2,049.99
	S-E70200	S Pro 70-200mm F2.8 Telephoto Leica Lens	\$2,499.99	\$0.00	\$2,499.99
	S-R26	26mm F/8 L-Mount	\$299.99	\$0.00	\$299.99
	S-R1428	14-28mm F4-5.6 L-Mount Interchangeable Lens	\$899.99	\$0.00	\$899.99
	S-R1840	18-40mm f4.5-5.6 Compact lens	\$549.99	\$0.00	\$549.99
	S-R1635	16-35mm F4 Wide Zoom Leica Lens	\$1,649.99	\$0.00	\$1,649.99
	S-R2060	20-60m f3.5-5.6 Lens	\$649.99	\$0.00	\$649.99
	S-R24105	24-105mm F4 L-Mount Interchangeable Lens	\$1,399.99	\$100.00	\$1,299.99
	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-R100500	New 100-500mm Full Frame L Mount	\$2,099.00	\$0.00	\$2,099.00	
S-X50	50mm F1.4 Leica Lens	\$2,499.99	\$200.00	\$2,299.99	
Model		G Series M4/3rd Lenses	MSRP	Instant Savings	Promo Price
G-Series Lenses	H-E08018	8-18mm f/2.8-4.0 Leica 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 Leica Lens	\$1,049.99	\$100.00	\$949.99
	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-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 f1.2 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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