



**DEEPEST IR EVER ON  
S9N Kts  
\$400 OFF  
(\$1,399.99 Sales Price)**

Eligible: 4/12-5/2



**FIRST IR EVER on S11  
\$200 OFF  
(\$2,999.99 Sales Price)**

Eligible: 4/12-5/2



**\$450 OFF  
S5II/S5IIX K Kits**

Eligible: 4/12-5/2

Panasonic LUMIX		Spring Camera Deals				Digital Imaging Promotions	
						Week Beginning:	04/12/26
						Week Ending:	05/02/26
S-Series Camera	Model	Series	S Series Camera-Full Frame	MSRP	Instant Savings	Promo Price	
	DC-S1RM2AK9	S1RII	S1RM2 First Lumix 8K FF Camera w/24-60mm f2.8	\$4,099.99	\$200.00	\$3,899.99	
	DC-S1RM2BODY/9		S1RM2 First Lumix 8K FF Camera (Body)	\$3,299.99	\$200.00	\$3,099.99	
	DC-S1M2AK9	S1II	S1M2 Lumix Partially Stacked Sensor w/24-60mm f2.8	\$3,999.99	\$200.00	\$3,799.99	
	DC-S1M2BODY/9		S1M2 Lumix Partially Stacked Sensor (Body)	\$3,199.99	\$200.00	\$2,999.99	
	DC-S1M2ESBODY/9	S1IIE	S1M2E Full Frame 24MP Sensor w/S1M2 Body (Body)	\$2,499.99	\$200.00	\$2,299.99	
	DC-S5M2XAK9	S5IIX	S5M2X Kit Full Frame w/24-60mm f2.8	\$2,999.99	\$300.00	\$2,699.99	
	DC-S5M2XKK/9		S5M2X Kit Full Frame Mirrorless Camera w/20-60mm Lens	\$2,499.99	\$450.00	\$2,049.99	
	DC-S5M2XBODY/9		S5M2X Body Full Frame Mirrorless 4k 60p Camera	\$2,199.99	\$200.00	\$1,999.99	
	DC-S5M2AK9	S5II	S5M2 Kit Full Frame w/24-60mm f2.8	\$2,799.99	\$300.00	\$2,499.99	
	DC-S5M2KK/9		S5M2 Kit Full Frame Mirrorless Camera w/20-60mm Lens	\$2,299.99	\$450.00	\$1,849.99	
	DC-S5M2BODY/9		S5M2 Body Full Frame Mirrorless 4k 60p Camera (Body)	\$1,999.99	\$200.00	\$1,799.99	
	DC-S9NA/9	S9	S9 Full Frame Camera w/18-40mm (Blue Kit)	\$1,799.99	\$400.00	\$1,399.99	
	DC-S9NK/9		S9 Full Frame Camera w/18-40mm (Black Kit)	\$1,799.99	\$400.00	\$1,399.99	
	DC-S9NG/9		S9 Full Frame Camera w/18-40mm (Green Kit)	\$1,799.99	\$400.00	\$1,399.99	
DC-S9NGA/9	S9 Full Frame Camera w/18-40mm (Mint Green Kit)		\$1,799.99	\$400.00	\$1,399.99		
DC-S9NR/9	S9 Full Frame Camera w/18-40mm (Red Kit)		\$1,799.99	\$400.00	\$1,399.99		
DC-S9NP/9	S9 Full Frame Camera w/18-40mm (Pink Kit)		\$1,799.99	\$400.00	\$1,399.99		
DC-S9NWA9	S9 Full Frame Camera w/18-40mm (Whitw/Silver Kit)		\$1,799.99	\$400.00	\$1,399.99		
DC-S9NSB9	S9 Full Frame Camera w/18-40mm (Black/Silver Kit)		\$1,799.99	\$400.00	\$1,399.99		
DC-S9BODYK/9	S9 Full Frame Camera (Body Black)		\$1,499.99	\$100.00	\$1,399.99		
G-Series Camera	Model		Series	G Series Camera M4/3rd	MSRP	Instant Savings	Promo Price
	DC-GH7LK/9	GH7	GH7, Phase AF MFT Camera w/12-60mm f/2.8-4	\$2,799.99	\$300.00	\$2,499.99	
	DC-GH7BODY/9		GH7, Phase AF MFT Camera (Body Only)	\$2,199.99	\$300.00	\$1,899.99	
	DC-G9M2LK/9	G9II	G9M2, Phase AF MFT Camera w/12-60mm f/2.8-4	\$2,499.99	\$300.00	\$2,199.99	
	DC-G9M2BODY/9		G9M2, Phase AF MFT Camera (Body Only)	\$1,899.99	\$300.00	\$1,599.99	
	DC-GH5M2BODY	GH5II	GH5M2, Mirrorless Camera w/Livestreaming	\$1,499.99	\$300.00	\$1,199.99	
	DC-GH5M2LK		GH5M2, Mirrorless Camera w/Livestreaming + Leica Lens	\$2,099.99	\$300.00	\$1,799.99	
	DC-G100DKK/9	G100	Updated G100, 4K Mirrorless Camera w/12-32mm Lens	\$749.99	\$100.00	\$649.99	
DC-G100DVK/9	Updated G100, 4K Mirrorless Camera w/12-32mm Lens, Tripod Grip		\$799.99	\$0.00	\$799.99		
DC-G97MK/9	G97	G97, 4K Mirrorless Camera w/12-60mm f/3.5-5.6	\$849.99	\$100.00	\$749.99		
P&S	Model	Series	G Series Camera M4/3rd	MSRP	Instant Savings	Promo Price	
	DC-ZS300K	Compact	1 Inch Sensor 15X Zoom (Available May) Black	\$899.99	\$0.00	\$899.99	
	DC-ZS300S		1 Inch Sensor 15X Zoom (Available May) Silver	\$899.99	\$0.00	\$899.99	
	DC-ZS99K		1 2/3 Inch Sensor 30X Zoom Black	\$699.99	\$0.00	\$699.99	
	DC-ZS99S		1 2/3 Inch Sensor 30X Zoom Silver	\$699.99	\$0.00	\$699.99	
	DC-FZ80DK	Bridge	1 2/3 Inch Sensor 60x Zoom	\$549.99	\$100.00	\$449.99	

Free three year extended warranty is available on select models at Authorized U.S. Panasonic Imaging Dealers  
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	Model	Series	S Series Full Frame Lenses	MSRP	Instant Savings	Stand Alone IR Price
	S-Series Lenses	S-X50		50mm F1.4 L-Mount Interchangeable Lens	\$2,499.99	\$0.00
S-E100/J			LUMIX S 100mm f/2.8	\$1,099.99	\$0.00	\$1,099.99
S-S18		Prime	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-S85			85mm F1.8 L-Mount Interchangeable Lens	\$649.99	\$0.00	\$649.99
S-S50			50mm F1.8 L-Mount Interchangeable Lens	\$499.99	\$0.00	\$499.99
S-R26			26mm F/8 L-Mount	\$299.99	\$0.00	\$299.99
S-E70200			Tele	S Pro 70-200mm F2.8 Telephoto Lens, Full-Frame L Mount Lens	\$2,499.99	\$100.00
S-R100500		100-500mm F5-7.1 L-Mount Interchangeable Lens		\$2,099.99	\$0.00	\$2,099.99
S-R70200		70-200mm F4 Telephoto Lens, Full-frame L Mount		\$1,599.99	\$100.00	\$1,499.99
S-R2800		28-200mm f4-7.1 Compact Zoom Lens Full Frame L Mount		\$999.99	\$100.00	\$899.99
S-R24105		24-105mm F4 L-Mount Interchangeable Lens		\$1,399.99	\$100.00	\$1,299.99
S-R70300		70-300mm F4 Telephoto Lens, Full-frame L Mount		\$1,199.99	\$150.00	\$1,049.99
S-E2470	Standard	S Pro 24-70mm F2.8 L-Mount Interchangeable Lens	\$2,149.99	\$100.00	\$2,049.99	
S-E2460		24-60mm F2.8 L-Mount Interchangeable Lens	\$1,049.99	\$0.00	\$1,049.99	
S-R1635	Wide	16-35mm F4 Wide Zoom L-Mount Interchangeable Lens	\$1,649.99	\$300.00	\$1,349.99	
S-R1428		14-28mm F4-5.6 L-Mount Interchangeable Lens	\$899.99	\$0.00	\$899.99	
G-Series Lenses	Model	Series	G Series M4/3rd Lenses	MSRP	Instant Savings	Promo Price
	H-NS043		42.5mm, f/1.2 LEICA NOCTICRON	\$1,999.99	\$200.00	\$1,799.99
	H-X012		12mm f/1.2 LEICA SUMMILUX	\$1,299.99	\$0.00	\$1,299.99
	H-XA025		25mm f/1.4 LEICA SUMMILUX II	\$849.99	\$100.00	\$749.99
	H-X015K		15mm f1.7 Aspherical Lens	\$649.99	\$0.00	\$649.99
	H-X09	Prime	9mm f/1.7 ASPH	\$549.99	\$50.00	\$499.99
	H-HS030		30mm f2.8 Lens	\$499.99	\$50.00	\$449.99
	H-HS043K		42.5mm f1.7 Lens	\$499.99	\$50.00	\$449.99
	H-H020AK		20mm f1.7 Lens (blk)	\$399.99	\$50.00	\$349.99
	H-H020AS		20mm f1.7 Lens (slv)	\$399.99	\$50.00	\$349.99
	H-H025K		25mm f1.7 Lens	\$299.99	\$50.00	\$249.99
	H-ES50200			50-200mm f/2.8-4.0, ASPH, LEICA DC ELMARIT	\$1,899.99	\$200.00
	H-RSA100400	Tele	100-400mm f4-6.3 Lens Leica	\$1,699.99	\$50.00	\$1,649.99
	H-ES35100		35-100mm f2.8 Lens Leica	\$1,199.99	\$0.00	\$1,199.99
	H-FSA100300		100-300mm f4-5.6 Lens	\$849.99	\$100.00	\$749.99
	H_PS45175K		45-175 Power Zoom	\$549.99	\$50.00	\$499.99
	H-FS45150AK		Lumix 45-150mm f4-5.6 Lens	\$349.99	\$50.00	\$299.99
	H-X2550		25-50mm f/1.7 LEICA DG VARIO-SUMMILUX	\$1,999.99	\$0.00	\$1,999.99
	H-ES12035	Standard	12-35 f2.8 Lens	\$1,099.00	\$100.00	\$999.00
	H-ES12060		12-60mm f2.8-4 Lens	\$1,049.99	\$200.00	\$849.99
	H-X1025	Wide	10-25mm f/1.7 LEICA DG VARIO-SUMMILUX	\$1,999.99	\$0.00	\$1,999.99
	H-E08018		8-18mm f/2.8-4.0 ASPH LEICA DG VARIO-ELMARIT	\$1,299.99	\$100.00	\$1,199.99
	H-F007014		7-14mm f4.0 Lens	\$899.99	\$100.00	\$799.99
H-FSA14140	14-140mm f3.5-5.6 Lens		\$649.99	\$50.00	\$599.99	
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	

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