

DANIEL SMITH, INC.

RELEASE

In consideration of value received, I/we hereby give Daniel Smith, Inc. ("DSI") and its affiliates, successors and transferees the perpetual, royalty-free, and irrevocable right to use my/our name (and trade name, if applicable), image, likeness and my/our testimonials, endorsements, blog entries, collateral or promotional materials, artwork, home, business, or studio as described below and portrayed in photographs, video recordings, or audio recordings, in any medium or format, (collectively, "Authorized Materials") in connection with the advertising, promotion, display, distribution and sale of DSI's products and services, in any form or media, anywhere in the world.

I/we waive any right to inspect or approve any interim or finished images, graphics or other materials incorporating or derived from the Authorized Materials. This Release shall be binding on me/us and my/our respective successors, assigns, legal representatives and heirs. On request by DSI, I/we will sign any further documents necessary or appropriate for DSI to exercise the rights granted in this Release.

I/we have authority to give DSI permission to use any Authorized Materials that I/we provide to DSI (such as photographs, images, printed materials, DVDs, video recordings and audio recordings).

The Authorized Materials covered by this Release include the following:

Name: \_\_\_\_\_ Trade name (if applicable): \_\_\_\_\_  
 image or likeness;  image of home, business or studio;  image of artwork (attached);  testimonial or endorsement (attached);  blog entry (attached);  collateral materials (attached);  photograph(s);  video recording(s);  audio recording(s);  other materials (attached).

Description of Authorized Materials I/we provide (attach second page if necessary):

Subject matter: \_\_\_\_\_  
Date taken: \_\_\_\_\_ Source: \_\_\_\_\_

By signing below, I/we acknowledge and accept the terms of this Release.

(If applicable) Company Name: \_\_\_\_\_

By \_\_\_\_\_  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Email: \_\_\_\_\_  
Date: \_\_\_\_\_, 2009

By \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Email: \_\_\_\_\_  
Date: \_\_\_\_\_, 2009