

LIABILITY AND PUBLICITY RELEASE

In return for the consideration of Bluegrass Cellular Inc., Kentucky RSA #3 Cellular General Partnership, Kentucky RSA #4 Cellular General Partnership, Cumberland Cellular Partnership, Bluegrass Wireless LLC, Bluegrass Network LLC and/or Bluegrass Telecom LLC (collectively, "Bluegrass Cellular") awarding me _____ (the "Prize"), receipt of which is hereby acknowledged, I agree to defend (using the counsel of Bluegrass Cellular's choosing), hold harmless, indemnify, and forever release Bluegrass Cellular, its employees, shareholders, officers, directors, subsidiaries, affiliates, agents, representatives, suppliers, distributors, marketing, promotional and advertising agencies, sponsors and their respective owners, directors, officers, shareholders, employees, agents, and representatives (collectively, the "Awarding Parties") from any and all claims, liability, loss or injury of any nature whatsoever arising from or related to, directly or indirectly, my receipt, possession, acceptance, use or enjoyment of the Prize.

Additionally, as part of the consideration for the Prize, I grant to Bluegrass Cellular the absolute right and permission to use, re-use, publish, re-publish, broadcast, and re-broadcast my likeness, name, statements, and/or voice, or any reproduction of them in any form, and to copyright, in its own name or otherwise, any fixed expressions thereof, for any purpose related to the business of Bluegrass Cellular, including but not limited to publicizing, promoting, or advertising Bluegrass Cellular's products and services. I acknowledge that I will receive no compensation other than the Prize in exchange for the granting of this right.

I hereby waive any right that I may have to inspect or approve the use, finished product or products, and the advertising copy or other matter that may be used in connection with the use of my likeness, name, statements and/or voice, or any reproduction of them in any form.

I agree to defend (using the counsel of Bluegrass Cellular's choosing), hold harmless, indemnify and forever release the Awarding Parties from any and all claims, liability loss or injury arising from or related to any distortion or alteration, whether intentional or otherwise, use in composite form, as well as any publication or broadcast of my likeness, name, statements and/or voice, or any reproduction of them in any form, including without limitation any claims for defamation or invasion of privacy.

I acknowledge that I have the right to contract in my own name. I have read the above release and authorization prior to its execution, and I fully understand and agree to all of the contents thereof. This document shall be binding upon me and my heirs, legal representatives, and assigns.

Date: _____ Name: _____
Print Name: _____
Address: _____

STATE OF _____ COUNTY OF _____ The foregoing instrument was acknowledged before me this ___ day of _____, 20___, by _____ to be his/her free act and deed. <p style="text-align: center;">_____ NOTARY PUBLIC My commission expires: _____</p>
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