



22 Hoops Media Policy

Throughout the year, 22 Hoops provides information to the public and the media about basketball skill development/training and achievements. In some cases we create press releases that are distributed to the external media, posted on our website, and distributed via email and social media. We also work with journalists interested in covering 22 Hoops; when appropriate and possible, we assist and supervise reporters when they interview and photograph 22 Hoops trainees. We also post photos and videos on our website, 22 Hoops social media outlets (Facebook, Twitter, Instagram, YouTube), as well as on other organizations' websites and publications that promote basketball skill development and training.

When publicizing basketball skill development/training and achievements in all of the above-mentioned formats, or when we forward such news to the media, trainees' first and last names are sometimes included, and photo captions occasionally identify individuals.

Please take a moment to complete this form indicating your permission to photograph, interview, and publish or post such materials. Trainees who do not have a form on file will not be included in the above-mentioned publications.

The undersigned, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, does hereby irrevocably grant to 22 Hoops, having its principal place of business at 4405 Schenley Farms Terrace, Pittsburgh, Pennsylvania 15213, as well as 22 Hoops successors, licensees and assigns, the perpetual, non-exclusive and royalty free right to: (a) include testimonial quotations (the "Testimonial") from the undersigned as to the effectiveness of one or more of 22 Hoops basketball skill development/training services (the "Services") in advertisements for the Services; (b) to include the undersigned's name, biographical information, photograph, voice, videotaped image, and/or likeness (the "Name and Likeness") with the Testimonial for the Services; and (c) to publish, distribute, license, or use forever and throughout the world, in whole or in part, the Testimonial for the Services and the Name and Likeness in any advertisement and related promotional and commercial

purposes in publications, promotional materials, publicity materials, print, radio, television, or Internet advertisements, social media, websites, videos, commercials and other media selected by 22Hoops, now or hereafter known (collectively, "Advertisements"), with the unlimited right to reveal fully, directly, paraphrase, edit, rewrite, or otherwise make us of the Testimonial in the Advertisements as 22 Hoops, in its sole discretion, shall choose.

The undersigned further agrees that the undersigned shall have no right (including, without limitation, copyright), title or interest in or to the Advertisements created by WT or in any materials included in the Advertisements.

The undersigned expressly releases 22 Hoops and its Board, officers, directors, employees, agents, licensees, successors, and assigns, from and against any and all claims that the undersigned has or may have for invasion of privacy, violation of right of publicity, defamation, or any other cause of action arising out of the creation, reproduction, publication, and use of the Advertisements or based on the exercise of any rights granted hereunder.

This Consent and Release shall be governed by the internal substantive laws of the Commonwealth of Pennsylvania, without regard to its conflicts of laws principles. This Consent and Release constitutes the entire understanding between the undersigned and 22 Hoops with respect to the subject matter hereof and cannot be amended or revoked except in by written agreement of both parties. The undersigned acknowledges and agrees that any of the foregoing rights may be further granted or assigned by 22 Hoops, in whole or in part, to any third party.

Print Name

Sign Name and Date
