



## 2010 BADDY AWARDS CONSENT & RELEASE

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The undersigned, acting in the capacity of the authorized agent for \_\_\_\_\_  
[Name of Company] of \_\_\_\_\_ [city and state] ("the Company"), hereby  
acknowledges that the Company has freely and voluntarily consented and otherwise agreed to  
participate in the "2010 Baddy Awards" ("the Program") of Altitude Marketing LLC ("Altitude").

Said agent ("Agent") acknowledges that the Company has been nominated to participate in the  
program and hereby gives the Company's consent to participate in the Program as a nominee,  
and if the Company is selected as a finalist participant in the Program, further gives the  
Company's consent to participate in the Program as a finalist. In either or both cases of  
participating as a nominee and/or as a finalist, Agent specifically consents to all of the rules,  
regulations, definitions, protocols and processes of the Program, including, but not limited to:

- Altitude's criteria for the (i) selection of the participants and (ii) finalists in the Program,  
and (ii) the public's selection of a finalist as a winner of the Program
- Altitude's definitions of (i) a "candidate website" and (ii) of "the public"
- The Company's website being publicly promoted as an example of a "candidate website"
- The public being invited and asked to consider the websites of all the finalists and to vote  
for one it considers to be the best "worst" website
- All aspects of Altitude's promotion of the Program, including, if applicable, the promotion  
of the Company's "before and after" websites as the winner of the Program

Agent fully and completely releases Altitude from any and all liability, except for an act of gross  
negligence or malfeasance by Altitude, as a result of the Company's participation in the Program.

Acting on behalf of [Company name], I, [Agent's name], by my signature here below, do hereby  
bind the Company to the terms and conditions of this Consent and Release.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Title: \_\_\_\_\_

For Company: \_\_\_\_\_