

STANDARD PLANET ICE RINK ADVERTISING AGREEMENT

This agreement is made by and between *Burley's Ice Specialties, Inc.*, d/b/a *Planet Ice Inc.*, a Pennsylvania business corporation, hereinafter referred to as *Burley's Ice Specialties, Inc.*,

AND

hereinafter referred to as "*Advertiser.*"

In consideration of the mutual promises, covenants and undertakings set forth herein, and intending to be legally bound hereby, *Burley's Ice Specialties, Inc.*, and the *Advertiser*, hereby agree as follows:

1. *Advertiser* and *Burley's Ice Specialties* mutually agree to the terms more fully described in **EXHIBIT A---ATTACHED.**
2. This agreement is valid from _____ to the end date on _____. This agreement matures on the end date, automatically renewing itself for another calendar year unless the withdrawing party makes notification to the other party expressing a want to discontinue the agreement 30 days prior to the end date.
3. Placement of Batterboard advertisements within Planet Ice will be determined by Planet Ice unless placement is specified by the Advertiser and that placement is mutually agreed upon by both parties.
4. Rights under this agreement shall not be assigned or sublet.
5. *Advertiser* hereby agrees that no employee or representative shall enter the ice surface unless wearing ice skates.
6. *Burley's Ice Specialties, Inc.* assumes no responsibility for any injury, incidental or consequential, in relation to the placement of *Advertiser's* advertisement in Planet Ice, or use of the complex due to any affiliation by the advertiser. This agreement is for the provision of advertising space, accordingly, *Burley's Ice Specialties, Inc.* shall not be held responsible for any representations of claims made as a result of the representation made by the advertiser with such a posting.
7. This agreement represents the full and complete understanding of the *Advertiser* and *Burley's Ice Specialties, Inc.*, and supersedes all prior written or verbal agreements.

In witness whereof, the *Advertiser* and *Burley's Ice Specialties, Inc.* executed this agreement as of the day and year first written above.

X _____
Burley's Ice Specialties, Inc
General Manager

X _____
Burley's Ice Specialties, Inc. or
Marketing Director

X _____
Advertiser

X _____
Witness

Date:

EXHIBIT A

Trade by and Between Burley's Ice Specialties (Planet Ice) and Advertiser

Responsibilities as follows:

Planet Ice

-allot one 3'x8' advertising space on the Batterboard system at Planet Ice and display the advertisement in this space

-incurs initial production costs of advertisement, affixes the advertisement in the contracted location, and generally maintains the advertisement

Advertiser

-provides art work and incurs cost of producing a new Batterboard advertisement should the existing advertisement become irreparable or outdated throughout this, or any future agreed upon contract dates

-invests \$1800.00 US Funds, payable to Burley's Ice Specialties ((Specify terms: in cash, or expressed as an equal trade for a product or service, or as a credit memo to the parent company for application to past or future orders))

Advertiser

General Manager

Marketing Director or Sales Person