

EVENT RELEASE FORM

NAME OF EVENT: Thunder Ride to Cure Diabetes **DATE:** July 11, 2009

LOCATION: La Crosse Area Harley-Davidson to Oktoberfest Grounds

The undersigned (on my own behalf and on behalf of my heirs, personal representatives, successors and assigns), for and in consideration of the opportunity to participate in a Ride, Poker Run, Rally, Field Meet or Activity (hereinafter, **EVENT (S)**) sponsored and / or conducted by La Crosse Area Harley-Davidson and their respective officers, directors, employees and agents (hereinafter, the **RELEASED PARTIES**) **RELEASES AND HOLDS HARMLESS THE "RELEASED PARTIES"** in any way resulting from, arising out of, or in connection with my participation in any said **EVENT(S)**.

This Release Extends to any and all claims I have, or later may have against the **RELEASE PARTIES** whether or not such claims result for negligence (except willful neglect) on the part of any or all of the **RELEASED PARTIES** with respect to the **EVENT (S)** or with respect to the conditions, qualifications, instructions, rules or procedures under which the **EVENT (S)** are conducted or from any other cause. **I UNDERSTAND THAT THIS MEANS THAT I AGREE NOT TO SUE ANY OR ALL OF THE RELEASED PARTIES FOR ANY INJURY RESULTING TO MYSELF OR MY PROPERTY ARISING FROM, OR IN CONNECTION WITH SAID EVENT (S).**

I AM EXPERIENCED IN AND FAMILIAR WITH THE OPERATION OF MOTORCYCLES AND FULLY UNDERSTAND THE RISKS AND DANGERS INHERENT IN MOTORCYCLING. I am voluntarily participating in the **EVENT (S)** and I expressly agree to assume the entire risk of any accidents or personal injury, including death, which I might sustain to my person and property as a result of my participation in the **EVENT (S)**, whether or not such risk results from negligence (except willful neglect) on the part of any or all of the **RELEASED PARTIES**.

I hereby expressly grant to Adfiniti, Inc. and its successors, affiliates and for those for who it is representing, assigns and licensees, forever and throughout the universe, the right to photograph, videotape, film and / or reproduce any and all of my acts, poses, photographs, plays, likenesses, appearances, voice or all other sound effects produced by me in connection with my personal performance for Adfiniti, Inc.; to use reuse, edit, alter and otherwise arrange and use my name, biographical data and said performance in whole or in part as Adfiniti, Inc. in its sole discretion may determine, including without limitation, to use my name, photographs, likenesses, biographical data and said performance in and in connection with the programs or products produced by Adfiniti, Inc. on all promotional material, advertising material and packaging created by Adfiniti, Inc. I hereby warrant and represent to Adfiniti, Inc. that I am over the age of eighteen (18) years of age or that I an the parent or legal guardian and that I have read and fully understood all of the foregoing.

WAIVER OF RIGHTS UNDER STATE STATUTES

I FURTHER AGREE TO WAIVE ALL BENEFITS FLOWING FROM ANY STATE STATUE WHICH WOULD NEGATE OR LIMIT THE SCOPE OF THIS RELEASE AND INDEMNIFICATION AGREEMENT, INCLUDING BUT NOR LIMITED TO SECTION 1542 OF THE CALIFORNIA CIVIL CODE WHICH PROVIDES:

A general release does not extend to the claims which the creditor does not know or suspect to exist in his favor at the time of executing this release, which if known to him must have materially affected his settlement with the debtor.

By signing this Release, I certify that I have read this Release and fully understand it and that I am not relying on any statements or representations made by the **'RELEASED PARTIES'**.

THIS IS A RELEASE – READ BEFORE SIGNING

RIDER
Signature _____

Print Name _____

Address _____

City/State/Zip _____

PASSENGER
Signature _____

Print Name _____

Address _____

City/State/Zip _____

Parent Signature If Under 18
