



GENERAL TALENT RELEASE

I hereby agree as follows:

1. I give and grant Heart of America Council, Walz Tetrick Advertising and its and their respective licensees, successors and assignees (herein collectively called the "Licensed Parties"), the right to use, publish and copyright my name, picture, portrait, video, likeness or testimonial statement in any and all media and types of advertising and promotion, without limitation.

I agree that I shall not authorize use of aforementioned name, picture, portrait, likeness or testimonial statement by anyone else without prior consent of Walz Tetrick Advertising.

2. I agree that no advertisement or other material need be submitted to me for any further approval and the Licensed Parties shall be without liability to me for any distortion or illusionary effect or adverse result to me on account of the publication of my name, picture, portrait, likeness or testimonial statement.
3. I warrant and represent that this does not in any way conflict with any existing commitment on my part. I have not heretofore authorized (which authority is still in effect), nor will I authorize or permit the use of my name, picture, portrait, likeness or testimonial statement in connection with the advertising or promotion of any product or service competitive to or incompatible with Price Chopper Enterprises and their products.

Name _____
(please print)

Signature _____
Date _____

Address _____

Phone (home) _____

Email _____

If under 18 years of age, consent by parent or legal guardian required below.

I, the undersigned, hereby warrant that I am the parent or legal guardian of _____, a minor, and have full authority to authorize the above Release that I have read and approved.

Signature of _____
Parent or Guardian Date _____