

# Non-Rights Holding Media Release

The U.S. Ski and Snowboard Association welcome you to the 2010 U.S. Snowboarding Grand Prix at Copper Mountain Resort, CO.

Our broadcast associates are very important to us and we will endeavor to assist you in whatever ways we can to help you cover the event.

Domestic broadcast and internet rights for the event are the property of USSA. These rights have been assigned to NBC, Versus and Go211, which will be exercising their right to broadcast and webcast exclusivity including news access. After broadcast and internet rights holders' respective programming has aired, competition footage can be purchased for broadcast through reaching an agreement with USSA.

Ensuring available news coverage, USSA broadcast partners have agreed to permit access to Non-Rights Holders under the following restrictions prior to their shows airing:

- Non-rights holding broadcast television companies will be permitted up to two (2) minutes of news access only to training and qualifying rounds of competition
- A maximum of two (2) minutes of qualifying runs/heats highlights may be used in regularly-scheduled newscasts – no use of finals is permitted
- There is no limitation on interviews and any other non-competition highlights.
- These parameters apply to recognized television/ internet broadcast companies only

Please understand that the Broadcast Rights-Holder will have priority access to the venue, location and athletes. Any attempt to violate this priority could result in removal from the venue.

Again, our desire is to assist local affiliates in providing meaningful news coverage of this historic event while protecting the broadcast rights of our domestic rights holder. Rights holders retain commercial broadcast exploitation rights of the Event and will zealously protect their rights through all means including litigation if necessary.

If you have any questions, please feel free to contact us personally. At the event this weekend, both Copper Mountain Resort Public Relations Coordinator David Roth (970-968-2318 X38827) and U.S. Snowboarding Communications Manager Lindsey Sine (435.647.2038) will be available to assist you. If you wish to purchase competition footage or gain rights for shooting please contact Peter Glass, USSA Broadcast (435.647.2083)

I have read and understand the parameters of video/television coverage of the 2009 U.S. Snowboarding Grand Prix.

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Print Name

Signature

Date