



LETTER OF UNDERSTANDING
RADD / MSF PUBLIC SERVICE ANNOUNCEMENTS

Thank you for your interest in using the "MOTORIST AWARENESS" and "DON'T DRINK & RIDE" Public Service Announcements (PSAs) produced by the Motorcycle Safety Foundation (MSF) and Recording Artists, Actors and Athletes Against Drunk Driving (RADD).

- 1. PURPOSE: The purpose of this letter is to specify the terms and conditions under which the "MOTORIST AWARENESS" and "DON'T DRINK & RIDE" PSAs, provided by the Motorcycle Safety Foundation, shall be distributed and used.
2. OWNERSHIP: The Motorcycle Safety Foundation is the owner of the "MOTORIST AWARENESS" and "DON'T DRINK & RIDE" PSAs.
3. COST: The Motorcycle Safety Foundation will provide a VHS tape version of the "MOTORIST AWARENESS" and "DON'T DRINK & RIDE" PSAs free of charge for previewing. Upon your approval, the PSA tape in Beta format for broadcast is available for \$25.00. Checks should be made payable to the Motorcycle Safety Foundation, and sent to the attention of Vila Day.
4. USE:
a. The Motorcycle Safety Foundation grants full use of the "MOTORIST AWARENESS" and "DON'T DRINK & RIDE" PSAs from this day forward through to December 31, 2003. After December 31, 2003, interested parties may renew this Agreement.
b. The "MOTORIST AWARENESS" and "DON'T DRINK & RIDE" PSAs may only be used in a manner that is consistent with their intended message. When formatting for broadcast, users may attach their own event/organization-specific message at the end of the spot. Alterations to the main content of the PSAs is prohibited, unless a written request has been previously approved by the MSF.
c. User must submit a VHS copy of all PSAs used with event/organization-specific message at the end, to MSF no later than sixty (60) days following the implementation of the campaign. If alteration to the main content was approved by MSF, a VHS copy must be received 30 days prior to implementation of campaign.
d. User must submit a list of the number of broadcast exposures the PSAs receive during the term of the agreement, the television station call letters and network affiliation (example: KOAT-TV/Channel 7/ABC) that aired the PSAs and the geographic reach of the broadcaster (cities/counties or designated market reach, known as "DMR").
e. The Motorcycle Safety Foundation reserves the right to terminate this Letter of Understanding for any use of the PSAs that in its exclusive judgment do not foster the overall interests of the motorcycle industry and/or the Motorcycle Safety Foundation.
5. AGREEMENT: By signing below, you agree to the above specified terms and conditions contained in this Letter of Understanding. Please return this Letter of Understanding to the MSF, to the attention of Vila Day.

Primary Contact _____
Organization _____
Address _____
State _____ ZIP Code _____
Phone _____ E-mail _____
Signature _____ Date _____