



10117 Princess Palm Avenue, Suite 100, Tampa, FL 33610

Photograph & Video Release Form

I hereby grant Coca-Cola Beverages Florida, LLC, its parent, subsidiary and affiliate companies, and its agencies, customers and partners, and each of their respective directors, officers, employees, agents, contractors, representatives, successors and assigns (collectively, "Released Parties"), irrevocable permission to use my name, image, likeness and sound of my voice as recorded in photographs, audio or video tape or any other media (the "Recordings) without payment or any other consideration. I understand that these Recordings may be edited, copied and reproduced by the Released Parties in any manner whatsoever, and I waive the right to inspect or approve the finished product.

The Recordings may be used by the Released Parties in all forms of media and materials, whether now known or hereinafter invented, and for any and all lawful purposes, on a worldwide basis, in perpetuity, which include, but are not limited to: (i) screening, airing, and/or display before a live audience; (ii) inclusion on/in television, radio, internet, physical and printed media, and digital and mobile media (including but not limited to social media, websites and digital platforms); (iii) internal and external business purposes; (iv) advertising, promotion, publication, publicity, trade, merchandising, public relations and other marketing and media purposes; (v) display in any form/medium at a public; and (vi) any other similar, lawful purpose. Due to the viral nature of the internet and other digital, social and electronic media, any use by third parties of the Recordings, or any display of the Recordings posted by the Released Parties on domains of the internet or other digital, social or electronic media not owned by the Released Parties, shall not constitute a breach or violation of this release, and the Released Parties will have no liability for such use or display.

There is no time limit on the validity of this release nor is there any geographic limitation on where these materials may be distributed or otherwise used.

By signing this form I acknowledge that I have completely read and fully understand this release and agree to be bound by it. I hereby release any and all claims against the Released Parties and any other person or organization arising out of or in connection with the use or distribution of the Recordings, including but not limited to any claims for invasion of privacy, appropriation of likeness or defamation.

I hereby warrant that I am 18 years old or older and competent to contract in my own name or, if I am less than 18 years old, that my parent or guardian has signed this release form below. This release is binding on me and my heirs, assigns and personal representatives.

Signature of Individual Photographed/Recorded

Date

Printed Name of Individual Photographed/Recorded: _____

If individual photographed/recorded is under 18 years old, the following section must be completed: I have read and I understand this document. I understand and agree that it is binding on me, my child _____ (print name), our heirs, assigns and personal representatives. I acknowledge that I am 18 years old or older and that I am the parent or guardian of the named child.

Signature of Parent/Guardian of Individual Photographed/Recorded

Date

Printed Name of Parent/Guardian: _____