MODEL/PHOTOGRAPHER PUBLICITY/LIABILITY RELEASE

I, _____, being depicted in or a photographer of _____'s photo entry in the Sebastian Professional's What's Next Awards Contest ("Contest") understand and agree to the following:

HOME ADDRESS _____
(Please Print) Street Address City State Zip

DAY PHONE _____ EVENING PHONE _____
(area code) (area code)

BIRTH MONTH & YEAR _____

1. I hereby agree that The Procter & Gamble Distributing LLC ("Sponsor"), their respective parents, subsidiaries, divisions, affiliates, suppliers, distributors and advertising, promotional and judging agencies, including Don Jagoda Associates, Inc. and each of their respective agents, licensees, parents, subsidiaries, affiliates, successors and assigns and all others acting with the permission of the above entities, and the directors, officers, employees, and shareholders of each of them (collectively, "Grantees") shall have the absolute right and consent to use my name, signature, voice, portrait, photograph, video and/or any other likeness of mine (including a caricature), as applicable, either in whole or in part, and in any and every form, style, size or color, and my statements, opinions, and/or testimonial, if any, in whole or in part, as edited by any of the Grantees for advertising, publicity, business trade or art purposes, or for any other legal purpose, in perpetuity, throughout the world in any and all media, whether now known or hereafter developed.

2. I hereby release and hold harmless the Grantees from any and all claims that any commercial, advertising, presentation, web content or any other materials subsequently produced, presented, and/or prepared by or on behalf of Grantees that may infringe on my rights as contained in the entry submitted.

3. I hereby waive any right that I may have to inspect and/or approve the finished advertising, including but not limited to the copy that may be used in connection therewith, and/or to the use to which the advertising may be applied. I further agree to assign all of my copyrights, privacy, publicity or any other property rights, if any, in and to the advertising or any part thereof to the Grantees.

4. I acknowledge that Sponsor and Grantees have the perpetual right to edit, adapt, modify, publish, reproduce and otherwise use my name, photograph and likeness, in any way they see fit, including posting on WHATSNEXTAWARDS.COM and offline advertising and promotional purposes without consideration or payment to me, except where prohibited by law.

5. I understand that there will be no consideration or payment to me for the use of my name, photograph or likeness in connection with the promotional activities of this Contest.

_____ _____
My Signature Date

RETURN THIS RELEASE TO:
DON JAGODA ASSOCIATES, INC.
100 Marcus Drive
Melville, NY 11747
Dept. SL