



Date: _____

Name of Production Company: _____

Name of Producer: _____

Location Release

The Blue Lagoon Ltd. hereby grants " _____ " (hereinafter referred to as "the Production Company") permission to enter upon and use the Property and the contents thereof located at the Blue Lagoon, Grindavík, Iceland (hereinafter "the Property"). For the purposes of photographing and recording scenes in connection with a program titled " _____ " and described in Appendix 1 (hereinafter refer to as "the Program").

The Producer may place all necessary facilities and equipment on the Property, the Producer promises to remove the same after completion of the work and leave the Property in as good of condition as when it was entered.

The Producer and the Production Company will use reasonable care to prevent damage to the Property, and will indemnify the owner and all other parties lawfully in possession of the Property, and hold each of them harmless from and against any and all claims, demands, suits, actions, judgments, damages, costs, losses, expenses and other liabilities to the extent arising from, in connection with or related in any way to, directly or indirectly, any act of negligence or willful misconduct by the Producer and/or the Productions Company's staff or persons present at the responsibility of the Producer and/or the Production Company.

The Production Company shall compensate the Blue Lagoon Ltd. and all other parties lawfully in possession of the Property, for any damage to the Property related in any way to, directly or indirectly, any act of negligence or willful misconduct of the Producer and/or Productions Company's staff or persons present at the responsibility of the Producer and/or the Production Company. Minimal compensation fee for any such damage shall be EUR 10.000 The extent of the damage and the appropriate compensation fee shall be appraised at the Blue Lagoon Ltd. discretion and the Producer and/or Production Company shall abide to and pay reasonable damages in accordance to such appraisal.

The Production Company and/or the Producer shall have a valid liability insurance. The liability insurance amount is _____ and shall cover all possible damage resulting from any act of negligence or willful misconduct of the Producer and/or Productions Company's staff or persons present at the responsibility of the Producer and/or the Production Company.

Before entering the Property the Production Company and/or the Producer shall hand Blue Lagoon Ltd. a written declaration from an Insurance Company stating that it will fully compensate Blue Lagoon Ltd., the owner of the Property and all other parties lawfully in possession of the Property for any damage to the Property resulting from any act of negligence or willful misconduct of the Producer and/or



Productions Company's staff or persons present at the responsibility of the Producer and/or the Production Company. The insurance company shall declare that it will pay the compensation fee at the request of Blue Lagoon Ltd. without a court ruling.

The Production Company shall make necessary arrangements not to interrupt daily operation on the location and will be considerate of Blue Lagoons Ltd's customers. This agreement does not grant the right to take pictures/films of Blue Lagoons Ltd's customers without their consent. Should the Blue Lagoon Ltd's representatives find out that the photographer/filmmaker is in breach of this provisions, they shall have a right to expel the photographer/filmmaker and his/her agents and employees of the Blue Lagoon Ltd's premises.

Blue Lagoon Ltd. grants the Production Company rights to exploit the material for the Program only. The material can not be used for any other purposes other than in the Program and for promotion of the Program. **The Production Company shall only refer to the Property Blue Lagoon by its true name in the Program.** The Production Company shall indemnify Blue Lagoon Ltd. if the material is used in any way contrary to this provision. Minimal compensation fee for any unauthorized use of the material shall be EUR 100.000,- (One hundred thousand Euros)

The producer/Production Company shall also reimburse Blue Lagoon Ltd. all cost arising from necessary actions to prevent or stop unlawful use of the photographs/films taken at the Blue Lagoon, including all legal fees.

If the Production Company or the producer wishes to use the material for other purposes than the Program mentioned above and described in Appendix 1, it/he may only do so upon receiving a prior written permission from Blue Lagoon Ltd.

This Location Release can not be assigned to any third party unless with the Blue Lagoon Ltd's prior written consent.

The undersigned acknowledges that the Producer/Production Company is photographing and recording such scenes in express reliance upon the foregoing. The undersigned represents and warrants that the undersigned has all rights and authority to enter into this agreement and to grant the rights granted hereunder.

The Producer and/or the person which is responsible for the Production Company shall provide the Blue Lagoon Ltd. with a copy of his/hers Drivers License, Passport or any other sufficient Personal Identification.

Any disagreement arising from this agreement shall resolve under the law of Iceland and before the District Court of Reykjavík, Iceland.

On behalf of the PRODUCTION COMPANY

Date

On behalf of Blue Lagoon Ltd

Date

APPENDIX 1
A description of the Program: