

IMAGE CONSENT & RELEASE

Participant Name: _____ (the "Participant")

(Please insert in the blank above the full legal name of the person participating in the Contest.)

The G3 Grow Beyond Scholarship Contest (the "Contest") is being offered in collaboration by G3 Canada Limited ("G3") and Agriculture in the Classroom Canada ("AITC-C"). G3 and AITC-C would like to share information and communicate with future participants and the broader community by highlighting the Contest and the activities associated with the Contest in a variety of publications, mediums and/or events. The term "G3" includes all of G3 Canada Limited's affiliates, subsidiaries, officers, directors, shareholders, agents, users, representatives, contractors, suppliers, customers, licensors, licensees, partners, employees, volunteers, and sponsors, and their respective successors and assigns. The term "AITC-C" includes all of Agriculture in the Classroom Canada's affiliates, subsidiaries, officers, directors, shareholders, agents, users, representatives, contractors, suppliers, customers, licensors, licensees, partners, employees, volunteers, and sponsors, and their respective successors and assigns.

The term "Images" in this Image Consent & Release means (i) any photographs, recordings, pictures, voice recordings and videos of the Participant, (ii) the performance, appearance, name, likeness, words, identity, story, image, face and/or voice of the Participant, and (iii) any materials, testimonials and information provided by the Participant to G3 and/or AITC-C, together with any modifications, reproductions and depictions of same, and together with any and all intellectual property rights relating thereto.

The term "Advertising Product" in this Image Consent & Release means (i) any photographs, recordings, voice recordings, pictures and videos made by G3 and/or AITC-C that include the Images, and (ii) any materials, testimonials, advertising copy, printed matter and information made by G3 and/or AITC-C that include the Images, together with any modifications, reproductions and depictions of same, and together with any and all intellectual property rights relating thereto.

For valuable consideration, the receipt and sufficiency of which are hereby acknowledged, including being allowed to participate in the Contest for which the delivery of this Image Consent & Release is a condition of the Participant's participation in the Contest, the Participant:

1. consents and grants to G3 and AITC-C, each of them, the absolute and irrevocable right and unrestricted permission, in perpetuity, worldwide (i) to take, record or photograph the Images and the Participant; (ii) to edit, combine and modify the Images at its discretion; and (iii) to publish, make, distribute, show, record, reproduce, use, broadcast, translate into other languages, formats and/or mediums and exploit the Images in any manner, form, format or media whatsoever now or hereafter known, for the purpose of trade, advertising, describing, publicizing or promoting G3 and/or AITC-C and each of their activities (the "Purpose"). The Participant understands that this may include but is not limited to the following:
 - posters, publications, brochures, banners and information sheets
 - television, radio, magazines, newspapers and advertisements
 - videos and electronic media presentations
 - e-mail, websites, social media, the Internet and the world wide web
 - testimonials by the Participant
 - digital formats without encryption
2. understands that (i) the Images and the Advertising Product may appear on the websites and social media accounts of G3 and/or AITC-C and that the Internet is not a secure medium, (ii) any material posted on the Internet is accessible to and may be copied or altered by anyone with a computer, (iii) G3 and AITC-C cannot absolutely guarantee privacy or control the access to each of their websites and social media accounts, and (iv) an inherent risk may include but is not limited to identity theft or danger to the Participant.
3. waives (i) any right to inspect or approve the Images and/or the Advertising Product or the uses of the Images and/or the Advertising Product, and any advertising copy or printed matter that may be used by G3 and/or AITC-C in conjunction with or for the Purpose, (ii) all moral rights in the Images and the Advertising Product, and (iii) any right to royalties or other compensation arising from or related to the Images, the Advertising Product or the use of the Images by G3 and AITC-C.
4. agrees and acknowledges that all right, title and interest in the Advertising Product shall be the sole exclusive property of G3 free and clear of all claims of any kind whatsoever by the Participant. The Participant assigns and transfers to G3 his/her entire right, title and interest, if any, worldwide, in and to the Advertising Product, without any remuneration.

5. releases and forever discharges G3 and AITC-C, each of them, from and against any and all demands, causes of action, liability and claims, at law or in equity, of any nature or kind, including, without limitation, any action for copyright infringement, rights of publicity, misappropriation of personality, breach of privacy, invasion of privacy, defamation, libel or slander, that the Participant or his/her heirs, executors, administrators, personal representatives, successors or assigns can, has ever had, now or may hereafter have arising out of or connected in any way with the Images and/or the Advertising Product.
6. indemnifies and holds harmless G3 and AITC-C, each of them, from and against any liability, claims, actions and demands, of whatsoever kind or nature, by a third party against G3 and/or AITC-C and/or that the Participant may have at any time arising out of or connected in any way with, directly or indirectly, the Contest, the Images and/or the Advertising Product.

The Participant acknowledges that G3 and AITC-C, each of them, will rely on this Image Consent & Release potentially at substantial cost to G3 and AITC-C, and the Participant agrees not to assert any claim of any nature whatsoever against anyone relating to the exercise of the provisions of this Image Consent & Release.

The provisions of this Image Consent & Release shall enure to the benefit of and be binding upon G3, AITC-C and the Participant, and their respective executors, heirs, administrators, personal representatives, successors and assigns.

All of the rights granted herein are assignable and licensable by G3 and AITC-C to any third party without restriction. The laws of the Province of Manitoba shall govern the terms of this Image Consent & Release.

TO BE COMPLETED IF THE PARTICIPANT IS AT LEAST 18 YEARS OLD:

The Participant represents that (i) he/she is at least 18 years old and has the legal authority to execute this Image Consent & Release, and (ii) he/she has read this Image Consent & Release prior to executing same and fully understands its contents, meaning and impact.

Read and Understood

Participant Name (print name) Participant Signature Date Signed

Witness Name (print name)* Witness Signature* Date Signed

**A witness must not be a director or shareholder or employee of G3 or AITC-C and must be a minimum of 18 years of age.*

TO BE COMPLETED IF THE PARTICIPANT IS UNDER THE AGE OF 18 YEARS:

The Participant represents that (i) he/she is under the age of 18 years and has the consent of his/her parent or legal guardian to execute this Image Consent & Release, and (ii) he/she has read this Image Consent & Release prior to executing same and fully understands its contents, meaning and impact.

Participant Name (print name) Participant Signature Date Signed

I represent that I am the parent or legal guardian of the Participant and that I have the legal authority to execute this Image Consent & Release. I have read and understand the provisions of this Image Consent & Release and consent to all provisions in this Image Consent & Release.

Parent/Guardian Name (print name)** Parent/Guardian Signature** Date Signed

***A parent or legal guardian must sign this Image Consent & Release if the Participant is under 18 years of age.*

Witness Name (print name)* Witness Signature* Date Signed

**A witness must not be a director or shareholder of G3 or AITC-C and must be a minimum of 18 years of age.*