

**GENERAL TERMS AND CONDITIONS FOR
PARTICIPATION IN THE SUMMER ACADEMY
2011:**

1. THE EMC

The Entertainment Master Class (the "EMC") is a limited liability company operating as a not-for-profit organisation dedicated to education for executives in the entertainment industry. The EMC is formed and registered as a so called "gemeinnützige Gesellschaft mit beschränkter Haftung" (gGmbH) governed by the laws of the Federal Republic of Germany. Since its foundation, the EMC has pioneered a new style of executive education, created by the industry for the industry, connecting the business of entertainment across all screens.

2. THE SUMMER ACADEMY

In 2011, the EMC is launching its Summer Academy, in collaboration with the Entertainment Master Class Alumni Association. This year's Summer Academy (the "Summer Academy 2011") is scheduled to take place from Friday, September 23rd, to Sunday, September 25th, 2011, on the island of Mallorca in the Punta Negra Resort. It will include two entertainment summit workshop days on Saturday, September 24th, and Sunday, September 25th, 2011 (the "Entertainment Summit").

3. APPLICATION

In order to apply for the Summer Academy 2011, you must submit your application to the EMC by personal delivery, by mail, by facsimile or by electronic mail. Applications must include a completed registration form. Your completed registration form should be received no later than September 12th, 2011. The EMC cannot guarantee that late applications will be processed.

All applications are subject to acceptance by the EMC. Admission to the Summer Academy 2011 requires the prior acceptance of the EMC. The EMC reserves the right to reject applications.

Once you have applied for the Summer Academy 2011 and the EMC has received your completed registration form, the EMC will notify you with the outcome of your application. Once you have been notified in writing by the EMC that your application for the Summer Academy 2011 has been accepted (the "Acceptance Notice"), the agreement to participate in the Summer Academy 2011 is concluded between you and the EMC (the "Participation Agreement") and you will be invoiced by the EMC for your participation fee. The general terms and conditions, as set forth herein, shall apply to the Participation Agreement in all matters relating to the Summer Academy 2011.

4. PARTICIPATION FEE

The fee for participation in the Summer Academy 2011, covering your attendance at the Entertainment Summit as well as hotel accommodation and full board in the Punta Negra Resort from Friday, September 23rd, to Sunday, September 25th, 2011, is EUR 1.500 (in words: one thousand and five hundred Euros) for each participant (the "Participation Fee"). The Participation Fee does not cover any travel costs. Travel costs are to be borne by the participant.

5. PAYMENT TERMS

The Participation Fee is payable on conclusion of the Participation Agreement. The EMC will invoice you for your Participation Fee payable to the EMC. Full payment is required within ten (10) days of receipt of your invoice and must be made before the start of the Summer Academy 2011 by Friday, September 23rd, 2011, at the latest. Payment must be made in EUR (Euros) by bank transfer to the EMC's bank account. There shall be no deductions from any payment due to the EMC because of any bank charges, conversion costs, value added taxes, or any other taxes, levies or charges.

Any payment not made within one (1) month of its due date shall, at the EMC's discretion, bear interest at fifteen per cent (15%) per year but in no event greater than the maximum permitted by applicable law, such interest to accrue from the due date until paid.

If the Participation Fee due to the EMC has not been received by the EMC by the due date, the EMC shall have the right to terminate the Participation Agreement by giving written notice of such termination, such termination to have immediate effect, to withhold its services and suspend debtors from the Summer Academy 2011.

6. CANCELLATION

Cancellations must be received in writing. If your cancellation is received on or before August 23rd, 2011, you will receive a full refund of your Participation Fee less a charge of EUR 250 (in words: two hundred and fifty Euros). No refunds will be made in respect of cancellations received after August 23rd, 2011, and the full Participation Fee will be payable.

7. UNFORESEEN EVENTS

The programme of the Summer Academy 2011 will run subject to reaching a satisfactory intake to the programme. The programme is tentatively scheduled. It may be necessary for reasons beyond the control of the EMC to alter the line-up of lecturers and the programme content due to unforeseen events; however, every effort will be made to adhere to the published syllabus.

If the Summer Academy 2011 is interrupted, delayed, cancelled or cannot be administered or completed as

planned due to unforeseen events beyond the control of the EMC, the EMC reserves the right to relocate, reschedule or terminate the Summer Academy 2011.

8. RULES OF THE HOUSE

The participants of the Summer Academy 2011 shall follow the instructions given by the EMC and its representatives in all matters relating to the rules of the house. The participants shall handle all provided equipment and material and the facilities and premises with due care.

9. DIDACTIC MATERIAL

All didactic material is protected by copyright. Didactic material is provided to the participants solely for the purposes of education, but not for the purposes of any commercial exploitation. Any use beyond education needs is not permitted. Participants shall not duplicate, distribute, exhibit, transmit or otherwise exploit such didactic material without the prior written consent of the EMC.

10. LIABILITY

The EMC is liable for injuries or damages only in the case of wilful or grossly negligent violation of its contractual obligations.

11. SEPARABILITY

If any of the provisions herein is held to be invalid, illegal or unenforceable, the remaining provisions shall remain in full force and effect. Such invalidity, illegality or unenforceability of any of the provisions herein shall not affect the validity of the general terms and conditions as such and the Participation Agreement based thereon. Any invalid, illegal or unenforceable provision shall be replaced by such valid, legal and enforceable provision as most closely reflects the intent and purpose of the original provision.

12. GOVERNING LAW

The courts present in the city of Potsdam in Germany shall, insofar as permitted by law, have exclusive jurisdiction over any dispute arising out of or in relation to any of the provisions herein.

Any and all of provisions herein shall be governed by the laws of the Federal Republic of Germany.
