



SUBSCRIPTION AGREEMENT

Subscription to PLAYER MAP X-Ray ("PM-X"), an online service by PLAYER MAP, Inc. ("PM"), is activated upon you (the "User") (a.) reading the entire PM-X Subscription Agreement (the "Agreement"), and (b.) pledging compliance with all terms and conditions of the Agreement as verified by checking the "I have read and agreed to the Subscription Agreement below" box and clicking the "Create Account" button on the www.playermapxray.com website, which may be accessed directly or via links integrated into a software platform owned by or subscribed to by User or User's company.

1. Service. PM-X is provided by PM to User in accordance with this Agreement upon subscription ("Subscription"), and CANNOT BE SHARED OR ACCESSED BY ANYONE OTHER THAN USER (i.e. 1 PM-X Subscription for 1 PM-X User).

2. Use. PM shall (i) use commercially reasonable efforts to make PM-X available 24 hours a day, 7 days a week, except for: (a) planned downtime, of which PM shall give User at least eight (8) hours notice, or (b) any unavailability caused by a software platform owned by or subscribed to by User or User's company, or (c) circumstances beyond PM's reasonable control (see Force Majeure, Section 23.), (ii) safeguard subscription, password and login data via SSL encryption, (iii) provide PM-X only in accordance with applicable laws and government regulations, (iv) provide basic PM-X help documentation. PM does not warrant User results in using PM-X (see Warranty, Section 11.), nor provide free coaching on using PM-X (PM is available for advanced coaching on fully leveraging PM-X at additional cost – for more insight, contact pm-x@playermap.com).

User shall (i) be solely responsible for the accuracy, quality, integrity and legality of all data ("Data") entered into PM-X, and the means by which that Data is acquired, (ii), exclusively own all rights, title and interest in the Data, (iii) ensure only User accesses PM-X, and use reasonable efforts to prevent unauthorized access to PM-X, and notify PM immediately of any unauthorized access or use, (iv) use PM-X only in accordance with applicable laws and government regulations, and will not use PM-X to store or transmit infringing, libelous, or otherwise unlawful or tortious material, or to store or transmit material in violation of third-party privacy rights, (v) use PM-X to transmit malicious code, or (vi) interfere with or disrupt the integrity or performance of PM-X or attempt to gain access to PM-X or related services or their related systems or networks.

3. Trial. If User is authorized by PM to use PM-X for a trial period of 30 days (the "Trial"), PM shall provide User with a PM-X login and password good only for the duration of the Trial. If User does not purchase a Subscription to PM-X before the end of the Trial, any Player Map(s) created during the Trial will be permanently lost, unless User exports the Player Map(s) via JPEG or PDF download before the Trial ends. All provisions of this Agreement shall be in effect during and remain enforceable after the Trial.

4. Term. User agrees that they shall be responsible for the purchase of PM-X for a period of either 1 month or 1 year (the "Term"), as selected by User. The Term shall automatically renew for one additional month or year at the same rate, unless PM advises User in writing of a price change at least 30 days before the end of the Term, in which case the pricing change shall be effective upon renewal and thereafter.

5. Subscription. User Subscriptions fees are based on monthly or yearly periods, the period beginning on the Subscription start date and then each monthly or yearly anniversary that follows; therefore, fees for User Subscriptions added during a month or year will be charged for that full month or year period. At the time of purchase, User is responsible for promptly paying the PM-X Subscription, as more specifically described in the PM-X ordering process on www.playermapxray.com or in the invoice for PM-X that accompanies this Agreement (the "Order"). User Subscription fees are (i) payable in United States dollars, (ii) are based on services purchased and not actual usage. User is also responsible for any applicable federal, state, or local franchise fees, surcharges, sales and use taxes, and any other taxes (except those related to PM's net income) related to the Order (collectively, the "Taxes"), and shall pay all Taxes at the time of purchase. If you or your company offers a product or service that is similar to or competitive with PM-X, you may not subscribe to PM-X without the express written permission of PM to do so.

6. Payment. Payment for the Order shall be paid by User's credit card, debit card or PayPal account, unless (a) PM has previously agreed that the charges may be paid by User or User's company upon invoice from PM, or (b.) PM has agreed that the charges may be paid by User or User's company upon invoice from an authorized PM representative. By clicking the "Create Account" button on www.playermapxray.com, User agrees that PM may charge User via PayPal or invoice (or other User payment mechanism if approved in writing by PM), the Subscription due and owing for PM-X. User further agrees that PM may collect compound interest at the lesser of 1.0% per month or the highest amount permitted by law on any amounts not paid when due.

7. Modification. Once placed, the Order may not be cancelled during the first month or year of service without PM's written consent. Thereafter, the User may modify the Subscription via (a.) "Modify Subscription" section of the "My Account" page on www.playermapxray.com, or (b.) e-mail request to pm-x@playermap.com. User shall be responsible for any costs, charges, or fees associated with the Order that have been incurred at the time of PM's receipt of cancellation, including but not limited to the full amount of the Order.

8. Account Security. Any information User provides to PM or creates in the purchasing process, including, without limitation, passwords, usernames, login ID's, credit card and financial information, and other personally identifiable information ("User Information"), will be true, accurate, current and complete information. User agrees NOT to provide User Information that is false, inaccurate, misleading, or fraudulent. User is solely responsible for all transactions and transmissions that occur through the use of its User Information, and it is User's responsibility to maintain and promptly update its User Information. User agrees that PM is not liable to it or any third party for damages or losses related to the accuracy or disclosure to PM of its User Information. It is User's responsibility to maintain the confidentiality of its User Information. PM requires that User agree not to share its User Information with another person, nor allow another person to use its User Information. If User believes that someone has used its User Information to access PM-X without User's authorization, please contact PM immediately. Please review PM's Privacy and Security Policy for more information regarding PM's policies and procedures for disclosing and using User's User Information. Subject to the Privacy and Security Policy, PM retains a perpetual, irrevocable, non-exclusive, royalty-free, worldwide license to use and store User's User Information (in any media, currently known or unknown) related to this Agreement or PM's provision of PM-X. User agrees not to impersonate any person or entity, misrepresent any affiliation with another person, entity or association, use false e-mail or other headers, or otherwise conceal its identity from PM for any purpose.

9. Confidentiality. "Confidential Information" means information disclosed by PM to User under this Agreement, and any and all trade secrets, proprietary data or other information of PM related to without limitation, (a.) intellectual property including computer and web-based software, programs, products, services, inventions, confidential know-how, developments, designs, techniques, materials, presentations, BLOGS, VLOGS (collectively "IP"), (b.) customer lists, customer information, and (c) other original works of authorship, including models, processes, formulas, techniques, and designs shall remain the sole property of PM, and the User shall have no interest to or rights with respect thereto. User agrees to maintain Confidential Information in strict confidence, and further agrees to take all reasonable precautions to prevent any unauthorized disclosure of such information to any employee or third party, unless that employee or third party is bound by a like confidentiality agreement to PM or one with terms as restrictive as this Agreement. Information shall not be deemed Confidential Information to the extent that the User can prove such information: (i) is already known to the User free of any restriction at the time it is obtained from PM; (ii) is subsequently learned from an independent third party free of any restriction and without breach of this Agreement; (iii) is or becomes publicly available through no wrongful act of the User; or (iv) is independently developed by the User without reference to or use of any Confidential Information of PM. All Confidential Information furnished under this Agreement will remain the property of PM, and upon termination of this Agreement, User will destroy all Confidential Information and all other documents, e-mails, memorandum, notes, computer code, web-based software and any other tangible embodiments that were prepared by User and are based on or include Confidential Information. If requested by PM, User will provide within 30 days a written and signed certification that all Confidential Information has been destroyed.

10. Proprietary Rights. PM retains all right, title, and interest in PM-X and in all copyrights, patents, trade names, trademarks, service marks, computer and web-based software, programs, content, graphics, and any other materials associated, displayed or generated with PM-X. PM shall have a royalty-free, worldwide, transferable, sublicensable, irrevocable, perpetual license to use or incorporate into PM-X any suggestions, enhancements, recommendations or other feedback provided by User relating to PM-X. User is granted the limited right to use and access PM-X for its own internal business purposes during the Term (as defined below). User will not remove, deface or obscure any of PM's or its suppliers' copyright or trademark notices and/or legends or other proprietary notices on, incorporated therein, or associated with PM-X. User may not reverse engineer, reverse compile or otherwise reduce to human readable form any software associated with PM-X, including to develop or assist in the development of derivative works based on PM-X, build a competitive product or service to PM-X, or copy any features, functions or graphics similar to PM-X. Other than using PM-X for User and User's company, and except as expressly permitted under this Agreement or other written agreements between User and PM, User may not resell, distribute, make any commercial use of, use on a timeshare or service bureau basis, or use to operate a website or otherwise generate income from PM-X.

11. Warranty. PM-X is provided on an "as is, where is" basis, and User is solely responsible for determining the appropriate use of PM-X. PM EXPRESSLY DISCLAIMS ALL WARRANTIES, express or implied, including, but not limited to, the implied warranties of fitness for a particular purpose, of merchantability, of infringement of third party rights, or any other Warranty arising from a course of dealing, usage or trade practice.

12. Termination. PM or User may terminate this Agreement if (i) the other party materially breaches any of its representations, warranties or obligations under this Agreement, and such breach is not cured within 30 business days following receipt of written notice specifying the breach, or if (ii) the other party becomes the subject of any proceeding relating to bankruptcy, insolvency, receivership, liquidation or assignment for the benefit of creditors. Upon any

termination for cause by User, PM shall refund User any prepaid fees covering the remainder of the Term of the Subscription if beyond 1 month from the effective date of termination. PM may also terminate this Agreement without cause at any time upon 30 day's prior written notice to User. Upon any termination of this Agreement, User must cease any further use of PM-X and destroy any copies of associated software within User's possession and control. Within 30 days after the effective date of termination of PM-X, User shall have access to PM-X to download User Player Map(s) via JPEG or PDF. After such 30-day period, PM shall have no obligation to maintain or provide User any Player Map(s), and shall thereafter, unless legally prohibited, delete all User Player Maps and Data in PM-X and PM systems, possession or control.

13. Changes in PM-X and Services. PM reserves the right to modify, change, or replace PM-X and any goods or services from time-to-time, for any reason, without notice or penalty.

14. Compliance with Laws. User shall obtain all licenses, permits and approvals required by any government or applicable authority, and shall comply with all applicable laws, rules, regulations, policies and procedures and any requirements applicable to the importation, exportation, use, sale, loan, purchase, destruction, and distribution of goods in the Order (collectively "Applicable Laws"). User agrees to comply with all applicable export laws and restrictions and regulations of the United States Department of Commerce or other United States agency or authority.

15. Indemnification. User shall indemnify, defend, reimburse, and hold harmless PM, its officers, directors, employees, agents, successors and assigns (collectively the "PM Parties") from and against any and all liabilities, losses, damages, costs and expenses (including attorneys' fees and disbursements) arising from, related to, or in any way connected with (i) any allegation, claim, action, suit or threat thereof for the death or injury or any person(s) or damage or destruction of any property, arising out of, relating to, or in any way connected with PM-X as sold by PM to User including, but not limited to, their use, testing, sale, distribution or other matter of transfer by or to anyone to the extent PM was not grossly negligent or engaged in willful misconduct, (ii) User's breach of this Agreement or any document incorporated by reference, (iii) User's violation of any applicable law, rule or regulation, or (iv) User's negligence, recklessness, or willful misconduct. User's duty to indemnify, defend, reimburse and hold the PM Parties harmless shall include, as to all claims, demands, losses and liabilities to which it applies PM's personnel-related costs, reasonable attorneys' fees, court costs and all other claim-related expenses.

16. Limitation of Liability. User acknowledges that the price of the PM-X in the Order is predicated on the enforceability of the following limitation of liability, that the price would be substantially higher if PM could not limit its liability as herein provided, and that User accepts this limitation of liability in exchange for the lower price. THE PM Parties' sole liability to User, and User's exclusive remedy for any claims in any way related to or arising under this Agreement or the Order, or under any other theory of recovery, shall be limited as follows" (i) at PM's sole option, PM shall either repair PM-X in the Order or refund User the amount it paid for defective PM-X in the Order (subject to Section 5.); (ii) in all other cases PM's total aggregate liability to User hereunder shall not exceed the purchase price paid by User for the specific PM-X from which any claim or damages may arise or \$100 if no price has been paid. Notwithstanding the foregoing, in no event shall the PM Parties be liable in any for any way for any claims for any indirect, special or consequential damages, lost profits, lost data, loss of business, whether foreseeable or not, incurred by User or any other person relating in any way to this Agreement or the Order, whether or not User or person has been advised of the possibility of such loss or damage. This is a comprehensive limitation of the PM Parties' liability that applies to all losses and damages of any kind, provided that nothing in this Agreement shall be deemed to waive any liability or any implied Warranty that is non-waivable as a matter of law.

17. Limitation of Actions. User acknowledges and agrees that, regardless of any statute or law to the contrary, any claim or cause of action that User may have arising out of or relating to User's use of the goods or services in the Order must be filed on or before one (1) year after such claim or cause of action arises, or forever be barred.

18. Relationship of Parties. User acknowledges and agrees that PM and User are independent parties, and nothing herein shall be construed to create a partnership, joint venture, agency, or employment relationship. Neither PM or User has nor will have any power to bind the other party or to assume or create any obligation or responsibility, express or implied, on behalf of the other party.

19. No Third Party Beneficiary. Neither the Order nor any provision hereof is intended to create any right, claim or remedy in favor of, or impose any obligation upon, any person or entity other than the parties hereto.

20. Dispute Resolution. If a dispute arises between User and any of the PM Parties, it is the goal of PM to work in good faith with User to quickly and amicably resolve the dispute. All disputes, claims, or controversies ("Claims") arising under or relating to this Agreement, this website, or the goods or services that cannot be resolved informally, will be finally resolved by binding arbitration as described herein.

Any dispute arising under or related to this Agreement, PM-X or www.playermapxray.com (including the arbitrability of such a dispute and the existence, validity, interpretation, performance, termination or breach thereof) shall be finally settled by binding arbitration by a single arbitrator in accordance with the then-current Commercial Arbitration Rules of the

American Arbitration Association ("AAA"), with the arbitration to be commenced no later than one (1) year after such Claim accrues (in absence of which it shall be deemed forever waived). A judgment upon an arbitrator's award may be entered by any court of competent jurisdiction. The arbitrator shall be an expert in the field of Internet services. To the extent permitted by applicable law, User agrees that there shall be no class action arbitration related to this Agreement or the goods or services. All parties shall bear their own expenses, except that the parties shall equally share the expenses of the arbitrator (except for the required non-refundable filing fees which shall be paid solely by the party asserting the related Claim).

The above obligations to arbitrate shall not prevent PM from seeking injunctive relief related to claims pertaining to PM Confidential Information, or prevent a party from seeking a preliminary injunction, temporary restraining order, specific performance or other procedures in a court of competent jurisdiction to obtain interim relief when deemed necessary by such court to preserve the status quo or prevent irreparable injury pending resolution by arbitration of the actual dispute.

Exclusive jurisdiction and venue for arbitration or any other legal action or proceeding in any way related to this Agreement, PM-X or PM shall be in Milwaukee, Wisconsin. Any matter brought before a court shall be brought solely in the state or federal courts located in Milwaukee, Wisconsin.

21. Attorney's Fees. User is responsible to PM for all attorneys' fees and costs PM may incur in enforcing any provision of this Agreement, or in connection with the successful defense or settlement of any claim or demand made by User under this Agreement.

22. Non-Waiver. Failure by PM to insist upon strict performance of any terms or conditions stated herein shall not be considered a continuing waiver of such terms or conditions or any of PM's rights hereunder. No express waiver shall affect any provision other than that to which the waiver is expressly applicable and only for that occurrence.

23. Survival of Obligations. The invalidity of any portion of this Agreement will and shall not be deemed to affect the validity of any other provision. All obligations of this Agreement shall survive termination, cancellation or expiration for any reason, as will any other provision that by its nature is intended to survive beyond the termination, cancellation or expiration of this Agreement.

24. Force Majeure. Under no circumstances shall PM be held liable for any delay or failure in performance resulting directly or indirectly from acts of nature, forces or causes beyond its reasonable control, including, without limitation, internet failures, computer equipment failures, telecommunication equipment failures, loss of or fluctuations in heat, light, or air conditioning, or other equipment failures, electrical power failures, strikes, labor disputes, riots, insurrections, civil disturbances, shortages of labor or materials, fires, floods, storms, explosions, acts of god, war, governmental actions, orders of domestic or foreign courts or tribunals, or non-performance by third parties.

25. Entire Agreement. This Agreement constitutes the final expression of the agreement of the parties and supersedes any and all other agreements, either oral or written, between the parties hereto with respect to the subject matter hereof; except that any other terms or conditions located in the Terms and Conditions of Use and in the Privacy and Security Policy are incorporated herein by reference to the extent they do not diminish the rights or protections of PM or obligations of User in this Agreement. The responsibilities and rights of the parties shall be governed exclusively by this Agreement, and any attempt by User to vary this Agreement in any manner containing additional, different or inconsistent terms is hereby rejected by PM. PM's dealings with User, or silence in response to proposed change, shall not be deemed acceptance of any different terms. No person, agent or party may modify this Agreement unless acknowledged in writing by PM.

26. Electronic Signature. By checking the "I have read and agreed to the Subscription Agreement below" box and clicking the "Create Account" button on the www.playermapxray.com website, User (a) confirms they have read, understand, agree to, are bound by, meet, and will continue to meet, all of the terms and conditions above, (b) represents they have all necessary authority to enter into this Agreement, (c) promises they are providing the legal equivalent of their handwritten signature, and (d) agrees to print and/or save a copy of this Agreement for their records. PM and User intend that this Agreement can be electronically submitted and accepted.