

CONSENT AND RELEASE

I hereby irrevocably grant to **HYUNDAI MOTOR AMERICA, GENESIS MOTOR AMERICA, HYUNDAI HOPE ON WHEELS and GENESIS INSPIRATION FOUNDATION**, and their respective, affiliates, subsidiaries, divisions, nominees, licensees, their successors and assigns and those acting with its authority (collectively, "Company"), the unrestricted, absolute, perpetual, worldwide right and license: (a) to use my name, address, photograph, likeness, voice, biographical and personal background information, statements, written survey submissions, and any other information or materials that I may provide to Company, and, without limitation, any notes, photograph, film or video or audio recordings that may be taken of me or of such materials (the foregoing, collectively, the "Content"), without further compensation, consideration or notice or permission to me or to any third party, and (b) to reproduce, copy, modify, create derivative works of, display, perform, exhibit, distribute, transmit or broadcast, publicly or otherwise, or otherwise use and permit to be used the Content or any part thereof, whether alone or in combination with other materials (including, without limitation, text, data, images, photographs, illustrations, graphics, video or audio segments of any nature), in any media or embodiment now known or hereafter developed (including, without limitation, any format of any computer-based, Internet-based, electronic, magnetic, digital, laser or optical-based media).

I represent and warrant that (a) I have the full right to enter into this Consent and Release ("Personal Release") and to grant Company the rights granted herein, (b) the consent of no other person or entity is required for Company's use of the Content as contemplated hereunder, and (c) I am 18 years of age or older, or, If I am not at least 18 years of age, I agree to have my parent sign this Personal Release in the space below.

I also agree that: (a) Company is not under any obligation of confidentiality, express or implied, with respect to the Content; (b) Company is entitled to use or disclose (or choose not to use or disclose) the Content for any purpose, in any way; (c) I do not have any right to review or approve any Content published or otherwise made available by Company or its licensees, whether in its original or modified form; (d) I have no right to retrieve any Content after it is provided to Company; (e) I am not entitled to any compensation or reimbursement of any kind from Company under any circumstances with respect to the Content unless separately agreed to in writing with Company; and (f) the rights I am granting to Company are solely in consideration of the satisfaction I am receiving from the possible use of my image, likeness, name and or photograph(s), which consideration is adequate, legal, and sufficient.

I hereby release Company from any and all injuries and liabilities that I may sustain in any way associated with my provision of the Content to Company with the provision that Company agrees that they will not at any time, directly or indirectly, make, publish or communicate to any person or entity or in any public form any defamatory or disparaging remarks, comments or statements concerning myself or my business.

This Personal Release constitutes the entire understanding between the parties with respect to the subject matter herein and supersedes any prior discussions, negotiations, agreements and understandings. This Personal Release will be governed and controlled in all respects by the laws of the State of California, including interpretation, enforceability, validity and construction, without regard to any conflict of law provisions.

I am at least 18 years old, have read the foregoing document and fully understand its contents.

Agreed:

ACCEPTED AND AGREEED:

Signature:_____

Print Name:_____

Date:_____

Address:_____

Phone:_____

Email:_____

IF INDIVIDUAL SIGNING ABOVE IS UNDER THE AGE OF 18, THE BELOW MUST BE SIGNED BY HIS OR HER PARENT OR LEGAL GUARDIAN:

I represent and warrant that I am the parent or legal guardian of the minor whose name appears above. I acknowledge and agree that I have read the foregoing Personal Release, and I understand each and all of the terms contained herein. I hereby expressly consent and agree that the above minor and I will be bound by all the provisions contained in this Personal Release.

Signature:_____

Print Name:_____

Date:_____

Address:_____

Phone:_____

Email:_____