

CLIENT REGISTRATION FORM

Date	PRN Account Number	
Account Executive & Bureau	Start Date	Stop Date

CUSTOMER INFORMATION

Company Name & Bureau Location	Primary Contact
Title	Telephone/Extension
Fax Number	E-mail Address (Mandatory)
Rights	<input type="checkbox"/> Will have User Rights <input type="checkbox"/> Will not have User

BILLING INFORMATION

Company Name (if different from above)	Billing Contact		
Title	Telephone/Extension		
Fax Number	E-mail Address		
Address			
City	State	Zip Code	Country

BASE MODULES

Choose ONLY ONE Base Module

North American Latin American Europe Asian
 Seats _____ x Price \$ _____ = Total \$ _____ Approved by _____

ADDITIONAL MODULES

Choose as many as apply

North America Latin America Europe Asia
 Seats _____ x Price \$ _____ = Total \$ _____ Approved by _____

International Package (Latin American, Europe, Asian)
 Seats _____ x Price \$ _____ = Total \$ _____ Approved by _____

OTHER

US Editorial Calendars* UK Forward Features**
 *Must purchase North American module **Must purchase European module
 Seats _____ x Price \$ _____ = Total \$ _____

GRAND TOTAL

Base: \$ _____ Additional Modules: \$ _____ Other: \$ _____ = **Grand Total** \$ _____
 Annual \$ _____ Semi-Annual \$ _____ Quarterly \$ _____

CLIENT SUBSCRIPTION FORM

Privileges & Conditions

Each MEDIAAtlas™ database authorized user has rights to access the MEDIAAtlas™. An approved user is assigned to an individual seat that has been purchased. Only one person can be assigned to a purchased seat, as more fully described in the Terms and Conditions.

Each authorized user will be given a user name and password providing access to the MEDIAAtlas™ for 1 year, as more fully described in the Terms and Conditions.

Additional global modules or editorial calendars must be purchased for all seats but are priced at a cost per seat.

Only authorized users will be provided training and access by MEDIAAtlas™ Client Services.

NOTE: This information is required for all additional seats signing up for MEDIAAtlas™. There must be one Primary Contact named on the first page of the Registration Form, list all additional users here. If you need more fields just cut and paste the "User Information" on to an additional page. Be sure to fax all forms together to 800-776-8084, MA Client Services.

USER INFORMATION

Company Name

User Name

Title

Telephone

Fax Number

E-mail Address

Are you a PR Newswire Authorized Contact? Yes No

USER INFORMATION

Company Name

User Name

Title

Telephone

Fax Number

E-mail Address

Are you a PR Newswire Authorized Contact? Yes No

USER INFORMATION

Company Name

User Name

Title

Telephone

Fax Number

E-mail Address

Are you a PR Newswire Authorized Contact? Yes No

USER INFORMATION

Company Name

User Name

Title

Telephone

Fax Number

E-mail Address

Are you a PR Newswire Authorized Contact? Yes No

TERMS & CONDITIONS

Welcome. This agreement governs your use of the PR Newswire global media database service, known as MEDIAtlas (the "Service"). The term "you" refers to the person that subscribes to or uses the service, including a company's designated users. As part of the Service, PR Newswire will provide you with use of the Service, including access and storage. Your registration for, or use of, the Service shall be deemed to be your agreement to abide by this Agreement. The subscription is on a per user basis. The Service will only be accessed by those persons for whom a subscription fee has been paid.

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Password and Security. When you become a subscriber, you will select a username and password. You are solely responsible to maintain the confidentiality of your username and password. You are also solely responsible for any and all activities that occur under your account. You are to notify us immediately of any unauthorized use of your account, or any other breach of integrity or security of the Service of which You become aware.

Termination. The term of this Agreement shall be for a period of one (1) year. The Agreement will be renewed automatically for one (1) year periods thereafter except that, after the initial period, either party may notify the other party of its intention not to renew by giving at least thirty (30) days written notice of termination prior to any subsequent anniversary of the date of this Agreement. PR Newswire, in its sole discretion, may terminate your password, account or use of the Service and remove and discard any User Data within the Service if you fail to comply with this Agreement. Upon termination of an account, your right to use such account and the Service immediately ceases. Upon termination or expiration, PR Newswire shall have no obligation to maintain any User Data stored in your account or to forward any User Data to you or any third party. Upon expiration of this Agreement, you will erase all information retrieved from the database(s) made available on the Service from all of your computer systems, storage media and databases, and will retain no further copies thereof. Your obligation to pay accrued subscription fees and to erase stored information in accordance with the foregoing shall survive the termination of this Agreement.

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1. ALL WARRANTIES REQUIRED BY LAW EXTEND FOR ONLY SUCH PERIOD AS REQUIRED BY LAW OR 30 DAYS FROM YOUR INITIAL ACCEPTANCE OF THESE TERMS; AND,

2. IN NO EVENT SHALL WE OR OUR RELATED PARTIES, REPRESENTATIVES OR VENDORS BE LIABLE TO YOU OR ANY THIRD PARTY FOR DAMAGES OF WHATEVER KIND OR NATURE IN EXCESS OF THE FEES PAID BY YOU TO US HEREUNDER.

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- use of or connection to, or the inability to use or connect to the Services;
- account information, User Data or other information transmitted or stored through or on the Services; or
- acts or omissions in connection with either (a) or (b) above.

Miscellaneous. You are responsible to pay any sales or use tax imposed at any time in connection with this Agreement. Notices hereunder shall be sufficient if sent by electronic mail to the address specified by you in the Registration Information and the address specified by us on our web site. This Agreement will be governed by New York law and controlling United States federal law, without regard to the choice or conflicts of law provisions of any jurisdiction. Any distribution services in connection with the Service shall at all times be subject to your completion and execution of PR Newswire's standard New Member Form and Conditions of Service.

Acknowledged and agreed to:

Signature

Date

MA Clients must purchase one 'Base Module' in order to purchase 'Additional Modules.' The 'Base Module' includes access rights to the MA.

ACCEPTANCE

Your signature acknowledges that you have read, understand and agree to all of the provisions contained in this Registration Form.

Authorized Signature **Date**

Printed Name **Title**

I have read and understand the privileges and conditions for users on the client subscription form. _____ initials

I have read and signed the terms and conditions for users. _____ initials

AGREED FOR ON BEHALF OF PR NEWSWIRE

Authorized Signature **Date**

PR Newswire Representative (Please Print) **Title** **Bureau**

Phone **Fax**

NEED HELP? HAVE QUESTIONS?

Contact your local PR Newswire Representative or the MEDIAAtlas™ Client Services Department, available 8 AM – 8 PM (EST) Monday – Friday. Toll free number: 800-569-7726, via e-mail: maclientservices@prnewswire.com, fax: 800-776-8084.