

*emailed to Cindy
Brown
9/24/18*

WCBC 2018 RADIO BROADCAST AGREEMENT

This RADIO BROADCAST RIGHTS AGREEMENT (the "Agreement") is made and entered into on this 28th day of June, 2018, by and between the Baltimore Ravens Limited Partnership, a Maryland limited partnership with a principal place of business at 1 Winning Drive, Owings Mills, Maryland 21117 ("Club") and Cumberland Broadcasting, ("Station Owner") in Cumberland.

WHEREAS, Station Owner owns and operates the over-the-air free radio station with the call letters WCBC-FM (the "Station");

WHEREAS, Station Owner desires to enter into an agreement with Club for certain radio and related broadcasting rights to the football games of Club for the 2018 season; and

WHEREAS, Club desires to grant such radio and related broadcasting rights to Station Owner, under and subject to the terms of this Agreement as set forth herein.

NOW, THEREFORE, in consideration of the promises set forth herein, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound by this written instrument, the parties agree as follows:

1. TERM

Unless sooner terminated in accordance with the provisions of this Agreement, the term of this Agreement shall begin as of June 28th, 2018, and end on March 31st, 2019 (the "Term").

2. GRANT OF RADIO BROADCAST RIGHTS

A. Grant of Rights; Games. Subject to the terms and conditions of this Agreement, Club hereby grants Station Owner the non-transferable (except as expressly set forth herein) right and license, and Station Owner hereby assumes the obligation, to broadcast over free (i.e., non-pay, non-subscription), individual and/or interconnecting AM/FM radio stations and facilities (including the Station) an audio version of each of its Hall of Fame game, preseason, regular season, and Wild Card and Division Playoff postseason games (if any) (each, a "Game" and collectively, the "Games") in its entirety on a live basis in the English language ("Broadcast Rights") during the Term as set out below.

B. Exclusivity. Provided that Station Owner is and remains in full compliance with its obligations set forth in this Agreement, Club shall not grant any other such individual and/or interconnecting AM/FM radio stations and facilities any Broadcast Rights to be exercised during the Term in within a 20-mile radius of Station Owners tower. Station Owner acknowledges and agrees that all other rights are reserved by Club and by the National Football League and its related and affiliated entities (collectively, the "League Entities"). Without limiting the foregoing, Station Owner acknowledges that the grant of Broadcast Rights exclusivity set forth in the first sentence of this Section 2.B is limited by and subject to each and all of the following:

(1) The concurrent rights of the opposing club in each Game to grant similar Broadcast Rights, including, without limitation, in the Club's Primary Market Area;

(2) The rights granted under any radio package arranged by any League Entity granting Broadcast Rights, except that a League Entity shall not grant Broadcast Rights with respect to a Game within the Club's Primary Market Area;

(3) All federal, state, and local laws, and rules and regulations applicable to the radio broadcasts provided for by this Agreement; and

(4) The remaining terms and conditions of this Agreement, including, without limitation, Section 2.F (relating to transmissions via non-AM/FM radio stations and facilities) and Section 26 (relating to general NFL policies).

C. Club and Station Owner shall comply with all federal, state and local laws, rules and regulations and all NFL Rules (defined as the NFL Constitution and Bylaws, any and all resolutions of the Member Clubs adopted pursuant thereto, or any other NFL policies, as they may exist from time to time) applicable to the production, transmission and broadcast of the radio and related broadcasts provided for by this Agreement.

D. Championship Games. For purposes of clarity, the grant of exclusive Broadcast Rights to the Station Owner set forth in Section 2.B includes the Broadcast Rights to any Wild Card Playoff Game or Division Playoff Game involving Club (subject to the limitations listed above), but does not include the Broadcast Rights to any Conference Championship Game or Super Bowl Game involving Club (the "Championship Games"), which are sold separately by the National Football League ("NFL"). [Upon the written request of Station Owner, Club agrees to use reasonable efforts to assist Station Owner in purchasing from the NFL for a separate fee the Broadcast Rights for any Championship Games involving the Club. Any radio broadcast rights purchased by Station Owner from the NFL with respect to any Championship Games shall apply only to the Station and shall not apply or be transferable to any affiliated stations on any network established by the Station Owner or in which the Station is a participant, including, without limitation, the Radio Network (as defined below).]

E. Grant of Rights: Pre- and Post-Game. In addition to the Broadcast Rights granted with respect to Games, subject to the terms and conditions of this Agreement, Club hereby grants Station Owner the right and license, and Station Owner hereby assumes the obligation, to broadcast over free (i.e., non-pay or subscription), individual and/or interconnecting AM/FM radio stations and facilities (including the Station) an audio version of a pre- and post-Game radio program, each on a live basis, during the period commencing Thirty (30) minutes before the kickoff of each Game and ending Thirty (30) minutes after the conclusion of each Game.

F. Non-AM/FM Radio.

(1) For purposes of clarity, the rights granted to Station Owner (including, without limitation, the Broadcast Rights) do not include any right to broadcast, transmit or otherwise make available any Gameday Programming (as defined below) via any means other than AM/FM radio stations and facilities, whether now in existence or hereafter devised, including, without limitation, short wave, microwave, DARS, DBS audio, wireless services (e.g., cellular, Wi-Fi) and internet (including broadband[, except as permitted pursuant to Section 2.H. below]) (collectively, "Non-AM/FM Radio").

(2) Station Owner acknowledges and agrees that Club in accordance with NFL policies and programs and/or one or more of the League Entities may broadcast, transmit or

otherwise make available or license any third party(ies) to broadcast, transmit or otherwise make available all or any Gameday Programming (or any excerpts thereof) via Non-AM/FM Radio at any time without the requirement of any consultation with, consent from, or compensation to, Station Owner. To the extent Club, one or more of the League Entities or any such third party on their behalf broadcasts, transmits or otherwise makes available, as described above, the Gameday Programming, in whole or in part, as developed by Station Owner pursuant to this Agreement, Station Owner represents and warrants that the Club, the League Entities or such third party (as the case may be) may grant such rights for transmission either within or outside of the Primary Market Area without the need for consultation with, consent of, or compensation to, any third parties including, without limitation, any announcers, guilds or copyright holders.

(3) For purposes of this Agreement, "Gameday Programming" means any and all portions of the Games and all descriptions and accounts of events occurring or audible at the stadium in which the Games are played, including, without limitation, all descriptions and accounts thereof as developed by Station Owner pursuant to this Agreement, as well as any and all portions of pre-game, post-game, half-time, locker room and other shows, commencing at least Thirty (30) minutes before kickoff of each Game and concluding at Thirty (30) minutes after the conclusion of each Game.

G. Notwithstanding Section 2.F. above, Station Owner may simultaneously stream via the Internet its audio broadcast of Gameday Programming solely on the Station's website accessible at _____ (the "Station Website"); provided that Station Owner shall only have such right to stream the Games via the internet simultaneously as part of a full-time (i.e., 24/7/365), linear non-archived streaming of the Station's audio signal on such Station Website. Station Owner shall have no other rights to distribute the Gameday Programming via the Station Website or any other website or application. All other internet rights are expressly reserved by Club and the League Entities. The parties understand and agree that during the term of this Agreement, the NFL reserves the right, in its sole discretion, to revoke the rights granted in this Section 2.H. (including, but not limited to, in the event that Station Owner has failed to comply with the conditions set forth in this Section 2.H.) or to modify its policies with respect to streaming of Gameday Programming. Should the NFL modify such policies, the parties agree that they will immediately comply with the NFL's modified policy with regard to streaming of Gameday Programming and that any such change(s) (including a complete prohibition on allowing streaming) will not be deemed to have affected a "material term" or affected the value to Station Owner of this Agreement or the compensation required to be paid by Station Owner hereunder. In addition, as a condition of the limited grant of streaming rights set forth herein, Station Owner must use commercially reasonable efforts (i) to determine if each request to access the Gameday Programming on the Station Website has come from a Wireless Telecommunications Device (as defined below), and, if so, (ii) to implement technology which precludes the distribution of the Gameday Programming to such Wireless Telecommunications Device. For purposes of this Agreement, "Wireless Telecommunications Devices" shall mean mobile, handheld devices (e.g., including, but not limited to wireless phones, pagers, smart-phones and personal digital assistants, with two-way voice communications capability) that are capable of two-way voice communication via a Wireless Network, and/or which are marketed primarily for use as two-way voice communications devices and/or two-way voice communications/data devices. "Wireless Network" shall mean a wireless telecommunications network that is both: (a) owned and/or controlled by an identifiable network operator (e.g., Verizon, as opposed to a dispersed network such as the Internet), and (b) accessible only by paying customers (directly or indirectly) of such network operator (as opposed to a publicly accessible open network).]

3. ADVERTISING AND PROMOTION

A. Station Owner will provide advertising time valued at a maximum of Five Hundred Dollars (\$500) to Club, at no charge, to promote ticket sales and to promote the Ravens events and third party events at M&T Bank Stadium. At least a minimum of five (5) percent of this advertising time shall be during the hours of 7:00 to 9:00 AM local time Monday through Friday or 4:30 to 6:30 PM local time Monday through Friday during the months of August through December for each season.

B. Station Owner shall not produce, broadcast or otherwise distribute any features, advertising, sponsorships, promotions and/or any storylines, content or other information or context within the Gameday Programming that are derogatory or disparaging to, or could reasonably be expected to harm the reputation or image of the NFL or any of its professional member football clubs, players, NFL football or professional football generally (e.g., Station Owner may not include a promotion within the Gameday Programming called "Biggest Hits of the Game" and including the radio call of hits that violate League rules). The foregoing shall not limit Station from factual news or documentary reporting of any significant NFL related events, including events which may portray the League, any member club or its players negatively.

D. Station Owner shall be prohibited from selling advertising within the Game broadcasts that advertises or promotes any of the goods or services in any of the Prohibited Advertising Categories (attached hereto as Exhibit A, which may be updated from time to time by the NFL).

4. SPONSORS

Subject to Sections 3, 5 and 6 herein, Station Owner may sell advertising in, and sponsorships of, the Gameday Programming, provided, however, any such advertising and sponsorships follow guidelines stated in Section 5, Exhibit A.

5. GAMBLING, APPLICABLE FCC RULES, AND STATION PROGRAMMING FORMAT

A. During or in connection with any Gameday Programming produced pursuant to this Agreement and any shoulder programming related to such programming, to Club, or to the NFL (collectively, "NFL-Based Programming"), Station Owner will not accept, and will not permit any station in the Radio Network (including, without limitation, Station) to accept, any advertising for any product or service relating in any way to gambling or sports betting or lotteries. Further, Station Owner will not broadcast or distribute, and will not permit any station in the Radio Network (including, without limitation, Station) to broadcast or distribute, in any medium whatsoever (including, without limitation, print advertisements, printed schedules, Internet site mentions, or similar materials) any promotional announcement or informational material for, or related to, the Club, the Games, or the NFL that includes any reference to, or mention of, gambling or sports betting or lotteries. The subject matter included within the terms "gambling" and "sports betting or lotteries" as used herein shall include, without limitation, sports books, tout services, line services, or other types of "sports information service" whose activities are significantly geared to sports betting; casinos; hotels that include gambling establishments; riverboat gambling establishments; Indian gaming establishments authorized under federal law; and other facilities that house or operate any commercial gambling establishment. The prohibition set forth in this

Section 6 shall apply to any form of advertising or promotional messages or materials for any service or establishment mentioned in the immediately preceding sentence, regardless of whether the text, graphic content, video content, and audio content of an advertisement, mention, or promotion of the same contains a specific mention or suggestion of the availability of gambling (provided that this Section 6 shall not preclude Station or any other station in the Radio Network from accepting advertising concerning local, state, or national referenda or legislation concerning gambling, general advertising from a state, municipal or provincial lottery, if the lottery organization does not offer any betting scheme that is based on real sporting events or performances in them, or general advertising from horse or dog racing tracks, or from state or municipal off-track betting organizations, if they offer no betting schemes based on real sporting events (other than horse or dog races) or performances in them). Station Owner also will not originate, nor permit any party to originate, any NFL-Based Programming from any establishment described in this Section 6. Station Owner will also review with Club any elements it contemplates using in NFL-Based Programming or other Station programs (e.g., Station sportscasts) which may incorporate statements or commentary that will facilitate gambling or wagering on the NFL or its member clubs, including, for example, reports on point spreads or wagers placed on individual teams or games, and will make such changes as Club may reasonably specify to address any concerns with respect to such elements.

B. Station Owner shall ensure that all NFL-Based Programming shall comply fully with all applicable FCC, state, local, and NFL standards and policies promulgated from time to time during the Term, relating to the content of programming permitted to be broadcast by licensed broadcasters of NFL-Based Programming, including, without limitation, all such standards and policies relating to indecency, obscenity, and the appropriateness of subject matter and content; provided, however, that Station Owner shall be subject only to those NFL standards and policies with respect to subject matter and content as shall have been promulgated by the NFL and applied generally to NFL member clubs and of which Station Owner has been notified in writing in advance of any broadcast to which such standards and policies apply.

C. The parties hereto agree that Station's current programming format consists of thirty-seven (37) breaks. In the event that, during the Term, Station makes a material change to the nature of its programming format and/or target audience, Club shall be consulted in advance of any such material change in Station's programming format and/or target audience change. In the event that Club reasonably determines, as a result of such proposed change in programming format or target audience, that the continued association of the Station with the Club would be detrimental to the image and goodwill of the Club, its trademarks, or its business, Club shall have the right to terminate this Agreement upon twenty-four (24) hours written notice to Station Owner, with no further liability to Station Owner.

6. CLUB INTELLECTUAL PROPERTY

For the limited purpose of advertising and promoting Gameday Programming, subject to the express written approval of Club in each instance, Station Owner shall have a limited right to use Club trademarks (including, e.g., Club name and logo) ("Club IP Rights"); provided, however, that such use shall not be in the form of an endorsement of any advertiser, product or service or include mention of any third party. Further, Station Owner shall not permit any third party to use the Club IP Rights without the express written approval of Club in each instance, which may be granted or withheld in Club's sole discretion. In addition, Station Owner acknowledges and agrees that Club does not own or control (and shall be under no obligation to obtain for Station Owner)

rights in any individual's right of publicity or other similar right, and that nothing in this Agreement shall be construed to grant any such rights to Station Owner.

7. ANNOUNCERS

All announcers (including, without limitation, play-by-play announcers and color analysts) for Station broadcasts of the Gameday Programming will be employed by, and under the control of Club.

8. COOPERATION

Club shall use good faith efforts to cause its employees to cooperate with Station Owner in all phases of the promotion, preparation, production and broadcast of the Gameday Programming.

9. PRODUCTION EXPENSES

A. Unless expressly stated to the contrary herein, Station Owner shall be responsible for all costs associated with the broadcast of the Gameday Programming. All broadcasts shall meet the high standards of production quality that characterize NFL radio broadcasts.

10. TICKETS

A. No tickets will be provided.

11. COPYRIGHT

A. Club shall be the exclusive owner of all copyrights worldwide in and to all Gameday Programming created or produced pursuant to this Agreement and any portions thereof created or produced in any manner by Station Owner and/or any entity or person on Station Owner's behalf (collectively, "Club Copyright Materials"). To the extent that all or any portion of any such Club Copyright Materials is originated or produced by Station Owner or its employees, agents, contractors or affiliates, Station Owner and Club agree that such Club Copyright Materials, and any and all such originated or produced portions thereof, shall be considered "works made for hire" and that all copyrights in the Club Copyright Materials, and in any and all portions thereof, shall vest automatically in, and belong exclusively to, Club. If, by operation of law or for any other reason, the Club Copyright Materials or any such portion thereof are not deemed to constitute works made for hire and as a result the copyrights in such works do not automatically vest in Club and/or if there are any rights in the works that do not accrue to Club under the preceding sentence, then Station Owner hereby assigns all worldwide ownership rights, including, without limitation, all copyrights and all other intellectual property rights, in and to all Club Copyright Materials to Club and agrees that it shall take, at Club's expense, any and all such other actions reasonably deemed appropriate by Club in furtherance of such assignment, including, without limitation, the execution and delivery to Club of any further instruments of assignment reasonably requested by Club and/or use reasonable efforts to obtain its employees', agents', contractors', or affiliates' execution and delivery of any such further instruments to effectuate the purpose of this Section 12. Club shall be solely responsible for securing and maintaining copyright protection in all such Club Copyright Materials in Club's or its designee's name, and Station Owner shall provide such assistance as Club may reasonably request in connection therewith, including, but not limited to, the execution of all applications or other instruments for perfection or protection of Club's title therein and thereto. On written request by Club, Station Owner shall supply to Club documentation

supporting Club's copyright and provide such other assistance reasonably requested in connection with litigation in which Club's copyright in any Club Copyright Material is at issue. Club shall promptly reimburse Station Owner for any and all of Station Owner's reasonable and verifiable out-of-pocket expenses incurred in connection with its obligations under this Section.

B. Notice of the Club's copyright shall be included as part of every broadcast of the Gameday Programming by an announcement made at least once during each radio broadcast, in substantially these words:

"The copyright in this broadcast is owned by the Baltimore Ravens. All rights to this broadcast are reserved, and any rebroadcast, recording retransmission, or other use of this broadcast without the express written permission of the Baltimore Ravens is prohibited."

C. Station Owner shall cause each "live" broadcast to be simultaneously audiotaped and will deliver tapes to Club upon Club's request.

D. A license granted by this Agreement shall not be construed to grant to Station Owner or any station in the Radio Network any ownership rights in the Gameday Programming or the broadcast thereof originating with Station. All property rights in and to the Gameday Programming belong to Club, and Club may sell, assign, or otherwise deal with such rights without restrictions of any kind, except as otherwise specifically provided in this Agreement.

E. Station Owner shall not, and Station Owner shall cause each of the stations in the Radio Network not to, rebroadcast, re-enact, dramatize, copy, or disseminate to others Gameday Programming broadcasts or portions thereof without the express prior written authorization of Club.

F. Station Owner agrees to cooperate if Club is involved in any dispute, including a formal lawsuit, to prevent threatened infringement of copyright or for damages for past or ongoing infringement (with Club to retain all proceeds from any such dispute), provided that Station Owner's out of pocket expenses directly related to such cooperation, if any, will be reimbursed by Club.

12. AUTHORITY

Club represents and warrants that it has the full right, power and authority to grant to Station Owner the Broadcast Rights hereby granted and to enter into and fully perform this Agreement, subject to the NFL Constitution and Bylaws and the provisions of Section 26 hereof. Station Owner represents and warrants that it has the full right, power and authority to enter into and fully perform this Agreement.

13. NATURE OF RELATIONSHIP

It is understood that this is an Agreement between independent contractors and that neither party is in any way an agent or employee of the other party.

14. TERMINATION IN EVENT OF DEFAULT

If either party shall default in the performance of any material obligation imposed upon it hereunder and fail to remedy such default within seven (7) days after notice thereof from the other party, the non-defaulting party shall have the right to terminate this Agreement on seventy-two (72) hours notice.

15. SEVERABILITY

If any provision of this Agreement, as applied to either party or to any circumstance, shall be adjudged to be void or unenforceable, the remainder of this Agreement shall remain in force, and shall not affect the applicability of such provision in any other circumstances.

16. FORCE MAJEURE

The parties hereto shall not be liable for breach of the Agreement if broadcasting by radio is prevented, in whole or in part, by causes beyond their reasonable control, including, but not limited to, the disbanding of the team, acts of God, accidents, fires, strikes, boycotts, lock outs or other labor disputes, war, riot or civil commotion, governmental regulations or orders, or the reasonable decision of Station to broadcast events of extreme and significant public importance or interest. In the event of a strike by Station employees, this clause will not relieve Station Owner of its obligation to broadcast any Gameday Programming so long as substitute personnel provided by Station are allowed to perform all duties necessary to broadcast the Gameday Programming.

17. INDEMNIFICATION

A. Station Owner shall at all times hold harmless and indemnify Club, and each and all of its agents, employees, officers, directors, shareholders, the League Entities and third party licensees, and each and all of their agents, employees, officers and directors from and against any and all claims, demands, liabilities, and expenses (including reasonable attorney's fees and disbursements) made by or incurred in connection with or otherwise arising from or in any manner connected with any loss, damage, expense, claim, or other liability of any kind or nature whatsoever (including without limitation any liability for injury or death), done or occurring in connection with the performance of this Agreement by Station Owner, its agents, employees, officers, directors or shareholders, or anyone else acting on its behalf or under its direction.

B. Club shall at all times hold harmless and indemnify Station Owner, and each and all of its agents, employees, officers, directors and shareholders from and for any and all claims, demands, liabilities, and expenses (including reasonable attorney's fees and disbursements) made by or incurred in connection with third parties and arising from or in any manner connected with any loss, damage, expense, claim, or other liability of any kind or nature whatsoever (including without limitation any liability for injury or death), done or occurring in connection with the negligence or willful misconduct in the performance of this Agreement by Club, its agents, employees, officers, directors or shareholders, or anyone else acting on its behalf or under its direction.

C. Station Owner and Club each hereby agree to hold harmless, indemnify, release and discharge the National Football League, its Commissioner (individually and in his official capacity), and its member clubs, employees, officers and directors for and from any and all claims or demands that Station Owner, Club or any third party may have that arise out of any action taken by the NFL or its Commissioner pursuant to the NFL Constitution and Bylaws or any other rules, regulation or policy of the NFL in connection with this Agreement.

18. NOTICES

All notices, requests, demands and other communications relating to this Agreement shall be in writing and shall be deemed to have been duly given if delivered, faxed, telegraphed or mailed by certified or registered mail to the principal place of business of Station Owner and Club. Notice shall be deemed received on the date such notice is received. 35 Baltimore Street, Cumberland, MD. 21502.

19. ENTIRE AGREEMENT

Subject to Section 26 hereof, this Agreement constitutes the entire understanding between the parties with respect to the subject matter hereof and supersedes all previous representations, undertakings, negotiations, discussions and prior agreements, whether oral or written.

20. MODIFICATIONS

This Agreement may not be changed or modified, nor may any provision be waived, except by an agreement in writing executed by the party against whom enforcement of the change, modification, or waiver is asserted.

21. ASSIGNMENT

Neither this Agreement, nor the rights or obligations hereunder, may be assigned by Station Owner without the prior written consent of Club. Any change of control in the ownership of Station Owner (e.g., by merger or acquisition) shall be deemed an assignment governed by the preceding sentence.

22. GOVERNING LAW

This Agreement and any dispute arising under it shall be governed by and construed in accordance with the laws of the State of Maryland without regard to conflict of law principles. All disputes pertaining to this License shall be decided exclusively by a state or federal court located in the City of Baltimore and Station Owner consents to personal jurisdiction in such courts and agrees that venue shall be appropriate in such courts.

23. CONFIDENTIALITY

The parties to this Agreement acknowledge that the terms of this Agreement are confidential and each warrant that neither shall disclose such terms to any third party other than to the League Entities and the disclosing party's accountants, agents or attorneys or as required by law, without the other party's prior written consent.

24. SURVIVAL OF TERMS

Those provisions which by their nature are intended to survive the expiration, cancellation or termination of this Agreement, shall survive any termination or expiration of this Agreement.

25. NFL CLAUSE

It is understood that this Agreement is made subject to the Constitution and Bylaws and applicable rules, regulations and policies of the National Football League, as now constituted or as hereafter in effect. This Agreement is subject to the advance written approval of the Commissioner of the National Football League and shall not take effect until such approval has been received. The parties hereto further acknowledge that the required approval of the Commissioner pursuant to this Section 26 shall not constitute a waiver of (or other agreement by the NFL not to enforce) any such rules, regulations and policies as they may be in effect from time to time hereafter. Without limiting the foregoing, if in the process of reviewing and approving this Agreement the NFL makes any changes or revisions to this Agreement, the parties understand and agree that such changes shall become part of this Agreement upon written notice thereof to Station Owner.

26. EXECUTION IN COUNTERPARTS

This Agreement may be executed in any number of counterparts and by different parties hereto in separate counterparts, each of which when so executed shall be deemed to be an original and all of which, taken together, shall constitute one and the same agreement. Delivery of an executed counterpart of a signature page to this Agreement by facsimile or other commonly-used electronic means (e.g., PDF) shall be effective as delivery of a manually executed counterpart of this Agreement.

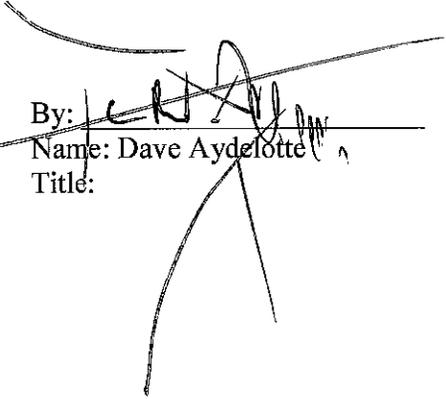
IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed in their respective names, by their proper officers, duly authorized on the date and year first above written.

CLUB

STATION OWNER

By: _____

Name: Kevin Rochlitz
Title: Sr. Vice President, Corporate Sales &
Business Development

By:  _____

Name: Dave Aydelotte
Title:

APPROVED:

Commissioner
National Football League

EXHIBIT A

PROHIBITED ADVERTISING CATEGORIES

(Note that examples listed within specific categories are provided for illustrative purposes only.)

1. Contraceptives (e.g., condoms), except to the extent otherwise expressly permitted under the pharmaceutical category.
2. Dietary and/or nutritional supplements, products commonly referred to as “energy drinks”, and other products that contain ingredients other than vitamins and minerals for which the FDA has established recommended daily intakes, or any substance prohibited pursuant to League policies. Health and nutrition stores are permitted, provided that they do not reference any dietary or nutritional supplements or products, energy drinks, or any prohibited substances.
3. Establishments that feature nude or semi-nude performers.
4. Firearms, ammunition or other weapons; however, stores that sell firearms and ammunitions (e.g., outdoor stores and camping stores) will be permitted, provided they sell other products and the ads do not mention firearms, ammunition or other weapons.
5. Fireworks.
6. Gambling-related advertising, including, without limitation, advertising for any hotel, casino or other establishment that houses gambling regardless of whether the advertising references gambling, as well as any advertising that would violate the terms of the League’s television agreements or policy on gambling advertising, except:
 - a. general advertising from a state or municipal lottery, provided that such lottery organization does not offer any betting scheme that is based on real sporting events or performances in them; or
 - b. general advertising from horse- or dog-racing tracks, or from state or municipal off-track betting organizations, provided that such horseracing, dog-racing or off-track betting establishment offers neither (i) betting schemes based on real sporting events (other than horse or dog races) or performances in them or (ii) casino games of any kind; or
 - c. general advertising for tourist destinations, including Las Vegas, subject to the following:
 - i. **NFL APPROVAL:** All such ads must be approved in advance by the NFL. Please send to NFL Broadcasting, to the attention of Cathy Yancy, for NFL review.
 - ii. **ADVERTISING ONLY:** Only general advertising will be permitted (e.g., advertising units). Sponsorships, including, but not limited to, program segment sponsorships and other types of branded programming enhancements are prohibited. (For example, vegas.com ads in commercial breaks will be acceptable but a pre-game sponsorship or sponsored feature in NFL programming will not be permitted).
 - iii. **TOURISM DESTINATIONS ONLY:** Only tourism destinations (e.g., Nevada, Las Vegas, Lake Tahoe) are permitted, subject to the terms hereof. The prohibition of ads for hotels, casinos and other institutions that house gambling will remain in place regardless of whether or not such ads explicitly reference gambling.
 - iv. **CONTENT:** Ads may not contain any gambling references - audio or visual - or any other gambling imagery. (For clarity, ads for Las Vegas tourism may not contain images of slot machines, dice, cards, or a wide shot of Vegas strip and casinos but may contain images of golf, swimming pools, and performers). The content of the ads (audio and/or visual) must be “family friendly”. Any suggestive

ads or those showing or suggesting inappropriate activity (e.g., excessive use of alcohol, sexual adventures), or those that imply general misbehavior (e.g., "What happens in Vegas Stays in Vegas") will not be approved.

- v. **ANCILLARY MENTIONS:** Airline and other travel-related ads may now mention Las Vegas in an ancillary manner (e.g., "Fly Southwest Airlines from Los Angeles to Las Vegas for \$59").
7. Illegal products or services.
 8. Movies, video games and other media that contain or promote objectionable material or subject matter (e.g., overtly sexual or excessively violent material), as determined by the NFL.
 9. Restorative or enhancement products (e.g., "male enhancement" products), except to the extent otherwise expressly permitted under the pharmaceutical category.
 10. Sexual materials or services (e.g., pornography or escort services).
 11. Social cause/issue advocacy advertising, unless otherwise approved in advance by the NFL. If approved, only general advertising will be permitted (e.g., advertising units). Sponsorships, including, but not limited to, program segment sponsorships and other types of branded programming enhancements are prohibited.
 12. Tobacco products (e.g., cigarettes, cigars, pipe tobacco, chewing tobacco and snuff).
 13. Advertisements for pharmaceutical products (both prescription and over-the-counter (non-prescription)) are permitted only under the following terms and conditions:
 - (a) Only general advertising will be permitted (e.g., advertising units).
 - (b) Sponsorships, including, but not limited to, program segment sponsorships and other types of branded programming enhancements are prohibited; provided that in limited circumstances sponsorships by over-the-counter pharmaceutical products may be permitted with the prior written approval of the NFL.
 - (c) Categories of permitted/prohibited pharmaceutical products (both prescription and over-the-counter) may be modified by League at any time.
 - (d) Advertising for over-the-counter pharmaceuticals is generally permissible (provided they do not otherwise fall in a category listed above)
 - (e) Advertising for prescription medications is permitted currently in only the following categories:
 - Aesthetic Products (e.g., Botox, Latisse)
 - Analgesics (Non-Opioid Only) (e.g., Celebrex, Mobic)
 - Antibacterials (e.g., Zithromax, Levaquin)
 - Anticoagulants/Platelet Modifying Agents (e.g., Pradaxa, Plavix)
 - Anticonvulsants/antiepilepsy (e.g., Neurontin)
 - Antidementia / Alzheimer's Agents (e.g., Aricept)
 - Antidepressants / Anxiolytics (e.g., Cymbalta, Lexapro, Zoloft)
 - Antifungals (e.g., Diflucan)
 - Antigout Agents (e.g., Zyloprim)
 - Anti-Insomnia Agents (e.g., Lunesta, Ambien)
 - Anti-Inflammatory Agents (Non-Steroidal Only) (e.g., Deltasone)
 - Anti-Migraine Agents (e.g., Topamax, Treximet)
 - Antineoplastics/Oncology Agents (e.g., Rituxan, Gleevec)
 - Antiparasitics (e.g., Malarone, Stromectol)
 - Anti-Parkinson / Movement Disorder Agents (e.g., Requip, Mirapex)
 - Antispasticity Agents (e.g., Zanaflex)
 - Antivirals (e.g., Kaletra, Zovirax, Tamiflu)
 - Blood Glucose Regulators / Diabetes Medications (e.g., Januvia)

- Cardiovascular Agents (including Cholesterol Reducing) (e.g., Lipitor, Cestor, Norvasc)
 - Dental and Oral Agents (e.g., Aphthasol)
 - Dermatological Agents (e.g., Taclonex)
 - Gastrointestinal Agents (including Inflammatory Bowel Disease Agents) (e.g., Nexium, Asacol)
 - Genitourinary Agents (including Erectile Dysfunction and Prostate Medications) (e.g., Flomax, Viagra)
 - Hair Renewal and Growth (e.g., Propecia)
 - Immune Suppressants / Immunomodulators (e.g., Humira, Orencia, Enbrel)
 - Metabolic Bone Disease Agents (including Anti-Osteoporosis Agents) (e.g., Boniva)
 - Multiple Sclerosis Agents (E.g., Betaseron, Ampyra)
 - Ophthalmic Agents (e.g., Restasis)
 - Oral Contraceptives (e.g., Loestrin 24)
 - Otic Agents (e.g., Auralgan)
 - Pancreatic Enzyme Replacement Agents (e.g., ZenPep)
 - Respiratory Tract Agents (Allergy and Asthma Medications) (e.g., Advair, Spiriva, Pulmicort)
 - Smoking Cessation Products (e.g., Chantix), but specifically not including "electronic cigarettes"
 - Vaccines (e.g., Gardasil, Fluvirin, Zostavax)
- (f) Advertising for medical devices is permitted currently in only the following categories:
- Aesthetics (e.g., dermal fillers for facial wrinkles)
 - Cardiovascular (e.g., coronary stents)
 - Dental (e.g., dental implants)
 - Drug Delivery Devices (e.g., diabetes pumps)
 - Ear, Nose, and Throat (e.g., sleep disorder breathing products, hearing aids)
 - Ophthalmic (e.g., intraocular lenses for cataracts)
 - Orthopedic (e.g., knee/hip replacements)