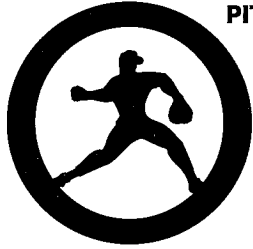


OVERVIEW

New to Aquafina® Major League Baseball® PITCH, HIT & Run™ is the launch of a pilot program – A Girls Softball Division! In conjunction with Amateur Softball Association (ASA), PITCH, HIT & Run™ has implemented the Girls Softball Division in 10 markets across the country.

The Girls Softball Division of PITCH, HIT & Run™ is intended to provide girls with the opportunity to participate in an exciting softball skills competition, while showcasing their pitching, hitting and running abilities. Testing the three most fundamental skills of softball – pitching/throwing, hitting and running, each event is scored individually and converted to a total point score through use of conversion tables to determine the All-Around Champion.



PITCH: Participant is tested throwing six (6) strikes to a designated "Strike Zone" target. Both underhand pitching and overhand throwing are permitted. Distance is 35 feet.



HIT: Youngster receives three (3) attempts to hit a ball off a stationary tee for distance and accuracy.



RUN: Participant is timed in a sprint from second base, touching third then home. Total running distance is 120 total feet.



Major League Baseball® and Pepsi-Cola Company® support environmentally-sensitive practices and leaving a positive imprint on society. All the items in your administrative kit are recyclable - Do your part, please recycle.



LEVELS OF COMPETITION/ HOW TO ADVANCE

In the Girls Softball Division of PITCH, HIT & Run™ there are three (3) levels of competition – Local, Super Regional and National Finals. The first level is of local scope and will be hosted by an ASA Softball League. Everyone MUST participate in a local competition in order to advance to Super Regional Competition. The 1st Place All-Around, Pitching, Hitting and Running Champions in each age group advance to the Super Regional Competition.

At the Super Regional Competition, all scores are reset to zero and all participants compete in all of the skills to determine the Champions. The 1st Place All-Around Champions in each age group from the Super Regional Competition then becomes eligible to advance to the National Finals.

After the Super Regional Competitions are complete, the 1st Place All-Around Champions in each age group are ranked nationally by total score. The Champions' scores from all 10 markets are compared and the top three (3) scorers in each age group nationwide advance to the National Finals in St. Louis, MO at the 2009 MLB® All-Star Game®.



On behalf of myself and _____ the child for whom I am the legal guardian, I hereby release from liability, discharge, hold harmless, and relinquish and waive any liability of and covenant not to sue LEJ Sports Group, Pepsi-Cola Company, Major League Baseball Enterprises, Inc., the Office of the Commissioner of Baseball, Major League Baseball Properties, Inc., the Major League Baseball Clubs and each of their successors and assigns, all other Major League Baseball related entities, and all employees, directors, officers, agents, representatives, purchasers and independent contractors of such entities, and _____ (fill in blank with hosting organization) and each of those entities' respective affiliates, subsidiaries, franchisees, officers, employees, agents and representatives of each of those entities from all liability, claims, demands, losses, or damages on my account or the child identified above for whom I am the legal guardian caused or alleged to be caused in whole or in part by the negligence of the releasees or otherwise for any physical or mental injury, aggravation of any pre-existing illness or condition, permanent disability or death, property damage or other loss that may be sustained by me or my child in traveling to and from, or participating in, the PITCH, HIT & RUN™ competition.

I hereby authorize each of the entities listed above to depict in perpetuity my likeness, image, name, signature, and other indicia of my rights of publicity ("Images") in photographic or other works appearing in any and all media for purposes of promoting, advertising, or marketing current or future events related to baseball and PITCH, HIT & RUN™, and I agree that such images may be used for that purpose without compensation. I hereby certify that my child has not participated in any other 2009 PITCH, HIT & RUN™ Girls Softball Division local competition and will abide by the rules and regulations of such event, and that the information stated on the reverse side is true. I acknowledge that any violation of the previous statement shall result in immediate disqualification of my child from the event, and I agree that my child and I understand the levels of advancement set forth for the PITCH, HIT & RUN™ competition, and that being declared the Super Regional Champion does not automatically mean advancing to the National Finals at the 2009 MLB™ All-Star Game® in St. Louis, MO.

By signing below, I acknowledge that I have carefully read the information and agree to the terms stated above.

Signature _____

Name _____

Date _____