

MARKET RESEARCH PARTICIPATION **CONSENT AND RELEASE FORM**

Project: DICK'S Sporting Goods Insiders

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I have voluntarily agreed to participate in the Project identified above. I authorize Dick's Sporting Goods, Inc., and its agent, Schmidt Market Research, and their respective principals, employees, successors, assigns, and licensees (collectively "Agents"), to capture and use my opinions, thoughts and ideas as relevant to the above topic and described in further detail below. I acknowledge that any information and/or opinions I provide during the Project may be used by Agents, in the methods described below, and I waive any right I might have to confidentiality of this information and/or opinions which may include, but are not limited to, the following:

- Spoken statements
- Written statements, including drawings
- Comments extraneous to the topic as stated during the focus session
- Photographs of me
- Follow-up (if applicable) as described to me by Agents
- Ideas rendered, which are yielded into the research gathered today

These opinions might be captured in any and all of the following formats:

- Audio recordings
- Visual recordings, including films, photographs, and audiovisual records
- My written statements

I grant permission to Agents to use such audio recordings, visual recordings, and written statements (the "Materials") for its internal business purposes. I acknowledge that Agents own these Materials, may use them without notice to me, and that I have no ownership interest in them whatsoever. I hereby waive any right to inspect or approve such Materials, and further waive the right to any royalties or other compensation arising from or related to their use. I hereby agree to release, defend, and hold harmless Agents from and against any claims, damages, or liability arising from or related to the use of the Materials. I hereby release Agents from any and all claims for damages for libel, slander, invasion of privacy, right of publicity or any other claim based on Agents' use of the Materials.

I understand the research study contains information and materials that are of a confidential nature. These materials may include but are not limited to documents, drawings, conversations and product prototypes, models and business plans. I agree to maintain the confidentiality of the materials and discussions, and agree not share those with any outside parties in any manner, including but not limited any public social media platforms, understanding that doing so may incur civil and/or criminal penalties.

Student-Athlete: I understand and agree that if I am a student-athlete, I am responsible for my own collegiate eligibility and/or amateur standing. I am aware of, and agree to comply with, all rules, regulations, and bylaws of my state association and of any national federation responsible for administering or regulating interscholastic athletics, and of the NCAA or other regulatory authority, that may be applicable to my participation in the Project. I understand the consequences of any failure to comply with such rules, including but not limited to, loss of my eligibility to participate in future athletic contests in any sport at the

high school, collegiate or other level. I waive any right to inspect and/or approve the Materials that may be used in connection with my image or the use to which said Materials may be applied.

I also verify that I am eighteen (18) years of age or older.