

PRODUCTION AGREEMENT

This Production Agreement is made and entered into as of September 28, 2016 (the "Agreement") by and between Exclusive Sports Marketing, Inc. (ESM), a Florida entity with its principal place of business at 18 NW 18th Street, Delray Beach, FL 33444 ("A1A"), and Beach Majors, GmbH, an Austrian corporation, with its principal place of business at Linsengasse 57, 9020 Klagenfurt, Austria ("BM") and ACT Productions, Inc., a Florida corporation with its principal place of business at 407 Lincoln Road, Suite 302, Miami Beach, FL 33139 ("ACT") (collectively the "Parties").

WITNESSETH

WHEREAS, BM and ACT produce the Swatch Beach Volleyball Major Series in Fort Lauderdale, with the next event scheduled for Load-In January 23 – February 6, 2017, event days February 7 – 12, 2017 and Load-Out February 12 – 23, 2017 ("Volleyball"), and

WHEREAS, ESM produces the A1A Marathon in Fort Lauderdale, with the next scheduled for Load-In February 17, 2016, event days February 18-19, 2017 and Load-Out February 19, 2017 ("Marathon") (Volleyball and Marathon collectively the "Events"); and

WHEREAS, The Events will overlap on their Load-Out and Load-In schedules, with Volleyball's Load-Out continuing through Marathon's Load-In, event days and Load-Out;

NOW, THEREFORE, in consideration of the mutual covenants and agreements contained herein, the parties hereto do hereby promise and agree to and with each other as follows:

1. **Terms.** The Events shall both require use of Fort Lauderdale South Beach Park at 1100 Seabreeze Blvd, Fort Lauderdale, FL 33316. Volleyball's activations will require use of the beach area and parking lot. Marathon's activations shall require the use of the parking lot. The following measures shall be taken to ensure the Events are not negatively impacted by their overlapping schedules:
 - (a) BM and ACT shall completely vacate the South Beach Park parking lot by no later than Thursday, February 16, 2017 at 11:00 PM. All equipment, personnel and belongings related to and controlled by Volleyball and BM and ACT shall be removed from the parking lot and/or moved to the beach (sand) area of South Beach Park. Any exception whatsoever (e.g., dumpsters) must be approved in writing by an authorized representative of ESM.
 - (b) On Sunday, February 19, 2017, BM and ACT shall cease dismantling work on the beach (sand) area until ESM approves work to begin, which approval may not be granted and which ESM is under no obligation to grant for the day. This shall include use of heavy machinery and crew working to dismantle structures still left standing. However, this shall not include office personnel working from within any office trailers on the beach (sand) area.
 - (c) BM shall cordon off its construction site during ESM's use of the area and post a security guard to prevent any members of the public from accessing and or interacting with the site.

(d) If BM and ACT do not vacate the parking lot area as herein provided for any reason except as herein provided, there shall be a financial penalty to BM and/or ACT, which shall compensate ESM as follows:

BM must have all equipment removed from parking lot premises no later than 11:00 PM on Thursday, February 16, 2017 including all signage, vehicles or any other temporary structures, equipment, alterations done to the parking lot. User shall be charged a fee of Two Thousand Dollars (\$2,000.00) per hour for every hour equipment is still on the Parking Lot property between 11:00 PM on 2/16/17 and 9:00 AM on 2/17/17, and a fee of Four Thousand Dollars (\$4,000.00) per hour for every hour equipment is still on the Parking Lot thereafter.

2. **Representations and Warranties.** The Parties hereby represent, warrant and agree that they have the full right power and authority to enter into this Agreement and perform all of their obligations hereunder;

3. **Indemnification.**

(a) The Parties agree to protect, defend, indemnify, and hold harmless each other and their affiliates and their respective directors, officers, employees, agents and representatives, and the participants in the Events from and against any and all expenses, damages, losses, penalties, assessments, fines, liabilities, investigations, mediations, arbitrations, claims, suits, actions, judgments and costs (including, without limitation, reasonable attorney's fees and disbursements) whatsoever (collectively, the "Claims"), whether suit is instituted or not, and, if instituted, whether at any trial or appellate level, and whether raised by the parties hereto or any third party, arising out of, with respect to or in connection with (i) any breach by either Party or its directors, officers, members, managers, employees, subcontractors, agents or representatives of any provision of this Agreement, including, without limitation, any representations, warranties and covenants contained herein, and (ii) any act or omission of either Party or its directors, officers, members, managers, employees, subcontractors, agents or representatives, including, without limitation, under any contracts entered into by either Party; (iii) any claim made in connection with the Events that is not covered by the respective Company's insurance policies and/or (iv) any Claims by any provider of services or property to either Party. The indemnification obligations of the Parties shall survive the termination or expiration of this Agreement.

(b) The indemnified party ("Indemnified Party") under this Section 7 shall give the indemnifying party ("Indemnifying Party") under this Section 7 prompt written notice of any Claim, including any documentation it may have in its possession relating thereto. The Indemnifying Party, at its sole cost and expense, shall conduct the defense of any third party Claim and all negotiations for its settlement or compromise unless otherwise mutually agreed to in writing between the Parties (provided, however, that the Indemnifying Party shall keep the Indemnified Party informed of all settlement and litigation matters and the Indemnifying Party shall not have the right to bind the Indemnified Party to any agreement without its prior written consent, which consent will not be unreasonably withheld or delayed). The Indemnified Party shall reasonably cooperate with the Indemnifying Party in the defense of any third party Claim at the Indemnifying Party's expense.

4. **Assignment.** This Agreement is not assignable by either party without prior written consent of the other party, and notwithstanding such permitted assignment, delegation or subcontracting, neither Party shall be released from its duties and obligations hereunder.
5. **Choice of Law; Jurisdiction.** This Agreement shall be governed by, and construed and interpreted in accordance with, the laws of the State of Florida, without regard to any conflicts of law provisions that would result in the application of the law of any other jurisdiction.
6. **Notice.** Except as otherwise specifically provided in this Agreement, all notices or designations required or permitted hereunder shall be in writing and shall be delivered personally, sent by first class, registered or certified mail, return receipt requested, postage prepaid, by overnight courier or by facsimile addressed as follows:

If to ESM: Exclusive Sports Marketing, Inc.
18 NW 18th Street
Delray Beach, FL 33444
Attention: Matthew Lorraine
Telephone: 561-504-2001

If to BM: Beach Majors GmbH
Linsengasse 57
9020 Klagenfurt
Austria
Attention: Hannes Jagerhofer, President
Telephone: +43/1/470 72 47-332

If to ACT: ACT productions, Inc.
407 Lincoln Road, Suite 302
Miami Beach, FL 33139
Attention: Bruce Orosz
Telephone: 305-538-3809

or to such other addresses as the parties may designate in writing. Notices shall be deemed given upon personal delivery, on the date upon which the return receipt is signed or delivery is refused if mailed, on the date of transmission with confirmed answer back if by facsimile if sent on a business day or on the date delivered if by overnight courier if delivered on a business day.

7. **Headings.** Paragraph headings have been inserted in this Agreement as a matter of convenience of reference only. Such headings are not part of this Agreement and shall not be used in the interpretation of any provisions of this Agreement.
8. **Parties in Interest.** Every covenant, term, provision and agreement contained in the Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective successors and permitted assigns.
9. **Entire Agreement; Modifications.** This Agreement (including any Exhibits hereto) constitutes the entire agreement between the parties hereto and supersedes all prior agreements, understandings and commitments. No amendments or modifications of this Agreement shall be effected unless made in writing and signed by both Parties.

