

RURAL TV, Ltd TERMS OF USE:

These Terms of Use set out important information regarding your rights, obligations and the restrictions that may apply when you use our online services (which may include audio visual content, text, photographs, forums, advertising and other services) (“Services”) at the website <http://www.ruraltv.tv/> (the “Website”).

These Terms of Use govern the relationship between you and RURAL TV Limited when you access and use our Services. Any reference to “you” or “your”, means you as user of the Website and Services, any reference to “we”, “us”, “our” or “RURAL TV” is to RURAL TV Limited and our parent company, Rural Media Group, Inc.. For our contact details please see the end of these Terms of Use.

We recommend that you read them carefully before using the Services. By accessing and continuing to use the Services, you agree to be legally bound by these Terms of Use. If you do not agree with any of our Terms of Use then you should not use our Services.

You may be asked to agree to further terms and conditions when using specific Services for example entering competitions promoted by us or our partners on the Website, submitting materials, subscriptions, or purchasing content or other goods via the Website. If there is any inconsistency between these Terms of Use and any such terms and conditions, the latter terms and conditions shall prevail.

Minors: You must be at least 18 years old to use our Services. If you're under 18 years old, please get a parent's or guardian's permission before using our Services.

Streaming of our channels: By viewing our channels on www.ruraltv.tv, you may experience a delayed service compared to the analogue TV service. As we are streaming our channels over the internet, technically it is not possible to operate a live service, but this service is as near live as possible. Please bear this delay in mind when interacting with our programmes and please rely on the analogue TV service for accurate times.

Catch up and Archive Programmes: All our catch up and archive programmes are by definition not live. Please ignore any calls for action if any, such as competitions, votes, quizzes or any other interaction. If you do interact you may still be charged and any interaction will not be included.

Your Rights and Promises: In accessing <http://www.ruraltv.tv/> and the material or content made available by RURAL TV via the site, you agree that you do so only for your own personal, non-commercial use.

You agree to use these Services only for lawful purposes, and in a manner which does not infringe the rights of, or restrict or inhibit the use and enjoyment of these Services by, any third party.

You agree to comply with these Terms of Use when using our Services and all applicable laws and regulations, together with any specific usage rules that may be posted on the Website in relation to any material and content that you access via the Services.

Restrictions on Use of Services: The contents of the Services, webpages, computer codes of elements comprising the Website and any software provided to you by us may not be copied, reproduced, communicated and/or made available to

the public, republished, downloaded, posted, recorded, broadcast or transmitted or used in any other way except for your own personal, private and non-commercial use, or unless otherwise expressly permitted by us.

You agree that you will not use the Services in any way that may lead to the encouragement, procurement or carrying out of any criminal or unlawful activity, or cause distress, harm or inconvenience to any other person.

You will not do anything that may cause damage to the Services or our servers, systems or equipment or those of third parties, nor access or attempt to access any users' data or to penetrate or attempt to penetrate the Website security measures.

You agree to compensate us in respect of any damages suffered by us or any of our losses resulting from any claim made by a third party in each case in respect of any matter arising from your use of the Services in breach of these Terms of Use or from your violation of any applicable law or regulation.

You agree not to give any indication that you have any commercial relationship with us, or that you are our agent or that we have endorsed any submission you may make.

We reserve the right to suspend, restrict or terminate your access to any, or all, Services at any time at our sole discretion.

We may also ban or suspend you as a user of the Services if you do not comply with these Terms of Use.

Piracy: Certain of our Services use security technology to protect the material and content made available on our Services. You will not utilise 'plugins' or any application(s), software or associated tool(s), which change the content of this Website. You may not attempt to, or assist, any other person to remove or otherwise alter or interfere with any security technology used in connection with the Services, nor may you permit or assist in any way any third party to use the material or content made available by RURAL TV via the Services in an unlawful manner or in a manner which could infringe the rights of, or restrict or inhibit the use and enjoyment of the Services by, any third party.

Intellectual Property: All intellectual property rights in this Website and all material or content made available by RURAL TV via the Services (excluding any Submissions by users (in respect of which see below)) shall remain at all times the property of RURAL TV or Rural Media Group, Inc..

The names, images and logos identifying us, companies in RURAL TV or Rural Media Group, Inc., our partners or third parties and our/their products and services contained in the Services are proprietary marks and may not be reproduced or otherwise used without express permission.

Nothing contained in these Terms of Use shall be construed as conferring by implication any licence or right to use any trade mark, patent, design right or copyright of RURAL TV or of any third party.

Registration: You may be required to register your details for certain Services and open a user account that you can then use to access and log on to use those Services. You may change or update your user name and password or other details at any time via your account. You promise that all information and details provided

are true, accurate and up to date in all respects and at all times.

It is your sole responsibility to maintain the confidentiality of your password and that you are responsible for all activity that occurs under your user name and password. We will not be liable where your password is used by someone else. You should notify us immediately of any unauthorised use of your password and any breach of security as soon as you become aware of it.

Safety: We advise that you never reveal via the Services any personal information about yourself or anyone else (for example: telephone number, home address or email address). You are entirely responsible for maintaining the confidentiality of your details when using our Services.

Links To Other Websites and Services: This Website contains links to other third party websites and services through advertising or otherwise. These links are provided for your ease of reference and convenience only. We have no control over those third party websites or services and are not responsible for their contents. We do not endorse the material contained in their websites or services, and have no association with their operators. You agree that we won't be party to any transaction or contract with a third party that you may enter into and we won't be liable to you for any loss or damage which you may suffer by using those third party websites and services. You agree that you will not involve RURAL TV in any dispute you may have with such third party websites and services.

Our Legal Obligations and Limits On Liability: All Services on the Website are provided on an 'as is' and 'as available' basis. We do not guarantee which Services will be on the Website. We cannot promise that our Services will be free from errors or omissions nor that they will be available uninterrupted and in a fully operating condition. The Services may be suspended temporarily and without notice in the case of system failure, maintenance or repair or for reasons reasonably beyond our control. We will not be liable to you or to any other person in the event that all or any part of the Services is discontinued, modified or changed in any way.

The views expressed in any content or material which is uploaded by you or other users of the Services on the Website do not reflect RURAL TV's views.

We do not accept any liability for:

- * any damage or loss caused to you where you are not entering into these Terms of Use as a consumer;
- * any damage to your computer, any software or for any loss of data that results from your use of the Services;
- * any failure, any suspension and/or any termination of access to the Services or any content in connection with or arising out of a force majeure event. In these Terms of Use, a "force majeure" event shall include, without limitation, strikes, lock-outs or other industrial disputes, nuclear accident or acts of God, incidents with farm machinery, weather, farm animals, animals with hooves, forestry equipment, war or terrorist activity, riot, civil commotion, malicious damage, compliance with any law or government order, rule regulation or direction, accident or breakdown of plant or machinery, fire, flood, storm or default of suppliers, and where they are beyond our reasonable control, any other acts, events, omissions or accidents; and/or
- * any claims brought against you by a third party except as stated in these Terms of Use.

Nothing in these Terms of Use will:

- * restrict your statutory rights as a consumer (including your rights to receive a reasonable standard of service, more details about which can be obtained from your local Trading Standards Office or Citizen's Advice Bureau);

- * limit our liability for death or personal injury resulting from our negligence or for fraud.

These Terms of Use shall not make us responsible for any damage or loss caused to you where such damage or loss is not reasonably foreseeable to you and us when you use the Services, including where the damage or loss results from our breach of these Terms of Use.

Your Submissions: If you wish to submit any contribution to the Services or upload any content on the Website, such as any text (including, for instance, on any chat rooms or forums or on any classified pages), photographs, graphics, video or audio ("Submission"), you agree that any Submission you make to the Services, is subject to the following additional terms:

You retain all ownership rights in any Submission you may make: You promise that you are the original owner of any Submission you make or you have the necessary licences, rights, consents, and permissions to authorise us to use your Submission. In particular, you promise that you have obtained the permission of all of the people featured or referred to in the Submission (and if they are under 18 their parents or guardians as well) to our use of the Submission on the Services. You agree to give us evidence of all such licences, rights, consents, and permissions if so requested by us. You acknowledge that the contents of any Submission material other than personal data will be considered non-confidential.

By making a Submission to our Website, you grant us a worldwide, perpetual, non-exclusive, royalty-free and transferable licence (with the right to sub-license) to use, edit, reproduce, record, modify, translate, distribute, play, perform, make available to the other users of the Services, prepare derivative works of and to display your Submission by any medium or method whether now known or later developed to be exercised in our sole discretion throughout the world for the full term of copyright and other rights and all renewable and extension thereof including, for the avoidance of doubt, the right to register any design rights and/or trademarks. You agree to waive your moral rights in your Submission.

You are responsible for the contents of any Submission you may make and the consequences arising from its use on our Services. You will not upload to the Website any material or content which is in any way defamatory, obscene, unlawful, harmful, offensive or inappropriate or infringes the rights of a third party or may have the effect of being harassing, threatening, abusive or hateful or that otherwise degrades or intimidates an individual or group of individuals on the basis of religion, gender, sexual orientation, race, ethnicity, age or disability. You agree not to infringe any laws in order to produce or make a Submission. You agree not to transfer files which contain viruses or other harmful programs. Further, you must not endanger yourself or others, take any unnecessary risks in order to produce or make a Submission.

You also agree not to advertise or promote third parties' or your own goods or services including by way of the distribution of "spam" email. In particular, you agree not to use the Services to provide links to third party websites. We do not guarantee or endorse any content posted on the Website by users.

We may accept your Submission, modify your Submission, or refuse to display your Submission at any time in our sole and absolute discretion. We may also withdraw your Submission and/or suspend, restrict and/or terminate the Services provided under these Terms of Use immediately without notice to you for any reason, including, without limitation, where we suspect your Submission to be in any way defamatory, obscene, unlawful, harmful, offensive, inappropriate or to infringe the rights of a third party. We have no obligation to modify or remove any inappropriate, offensive or unlawful content.

Please note that we cannot accept any Submission containing any music, save where expressly permitted by us.

Privacy: Please read our Privacy Policy posted on our Website which contains important information about the use of your personal data and other information regarding your privacy.

Severance: If any provision of these Terms of Use shall be found by any court or administrative body of competent jurisdiction to be invalid or unenforceable, such invalidity or unenforceability shall not affect the other provisions of these Terms of Use which shall remain in full force and effect.

Law and Jurisdiction: These Terms of Use are available in English only and shall be governed by and construed in accordance with the laws of England (or the laws of Scotland if you are domiciled there). Disputes arising in connection with these Terms of Use shall be subject to the exclusive jurisdiction of the courts of England and Wales unless you choose the jurisdiction of your domicile in Scotland or Northern Ireland.

General: These Terms of Use were last updated on 17 November 2009. Please note that we may update and amend these Terms of Use from time to time and any changes will be posted on the Website. However, it is your responsibility to ensure you review these Terms of Use regularly to familiarise yourself with any changes. We will not file or store a copy of these terms for each interaction on transaction by you via the Website. We therefore recommend that you print and store or save a copy of these Terms of Use for future reference.

RURAL TV “LIVE” PARTICIPATION TERMS OF USE

LIVE PHONE IN AND E-MAIL PARTICIPATION

General Guidelines for Live Phone In and E-mail Participation Terms of Use

Where stated in the programme, RURAL TV LIVE (the “programme”), viewers may contribute to the subject matter being discussed on the programme by following the instructions, as stated in the programme, to provide the required information by email or by dialling the number provided on air during the dates and times stated. Please note it is not possible to participate in the discussion via any other method not provided for here.

To be eligible you must be a UK resident aged 18 or over to participate in this interactivity, unless permitted otherwise. Where it is permitted in RURAL TV’s discretion, if you are under 18 years old, you must have parental permission before dialling the telephone number or sending in an email. In the event you are required to participate on the programme in person, you must be accompanied by a parent or

guardian. If we suspect that you are not eligible to participate in this interactive service, we reserve the right to terminate or suspend your participation in this service.

Where participating in a discussion on the programme via the telephone number, all calls may be subject to charge based upon your service provider. Calls to the telephone number from your preferred network or mobile phone networks may be charged and from mobiles a higher cost is likely. Please ask permission from the bill payer before dialing. Please dial carefully and sensibly and listen to the instructions. There will be no refunds for the cost of any misdialed calls.

There is no charge when sending an email to participate in a discussion on the programme, although your internet service provider charges may apply.

If RURAL TV, in our sole discretion, deems it necessary to do so we may offer to disguise and/or conceal the identity of an eligible viewer while participating in a discussion on the programme. RURAL TV discourages viewers who are participating in this interactive service from giving out or seeking surnames, places of work, addresses or geographic phone numbers.

You may contribute to a discussion during the programme as many times as you like, unless otherwise stated in the programme. You acknowledge that by dialling the telephone number stated in the programme or by sending an email to the email address provided, that RURAL TV reserves the right in our sole discretion to include your contribution to the discussion in any future episode of the programme or to broadcast the submitted comment in any other media or otherwise exploit it in any manner. RURAL TV does not guarantee that your comment will be considered despite being received by us, even if you have received an acknowledgment of sent and/or of receipt message when participating in the discussion via email. RURAL TV does not represent, undertake or warrant that it will broadcast any future episode of the programme which may or may not include a viewer's comment and/or participation. RURAL TV may suspend, withdraw or re-set this service in its sole discretion at any time.

RURAL TV does not guarantee that any comment submitted will be broadcast on-air and/or in any other media. In the event that RURAL TV undertakes to exploit any contribution you may make to the discussion on the programme, RURAL TV will make reasonable endeavours to obtain your prior permission before transmission of your comment.

RURAL TV may modify any comments you submit in contributing to the discussion on the programme, or we may accept it in whole or in part, or refuse to consider it in our sole and absolute discretion. Your comments will be moderated, and are subject to the restrictions and guidelines including without limitation the following: You may not submit comments containing any material which is in any way defamatory, obscene, unlawful, harmful, offensive or inappropriate or infringes the rights of a third party or may have the effect of being harassing, threatening, abusive or hateful or that otherwise degrades or intimidates an individual or group of individuals on the basis of religion, gender, sexual orientation, race, ethnicity, age or disability. You agree not to advertise or promote third parties' or your own goods or services including by way of the distribution of "spam". Any such comments will be deemed unsuitable and will not be accepted.

RURAL TV, the producers of the programme, the sponsors and their sub-contractors do not accept any responsibility whatsoever for any technical failure or malfunction or

any other problem with any telephone network or line, system, software, server, provider or otherwise which may result in any comments being lost or not properly registered or recorded.

RURAL TV cannot promise that the service and/or system will be free from errors or omissions nor that it will be available uninterrupted and in a fully operating condition. The service and/or system may be suspended temporarily and without notice in the case of system failure, maintenance or repair or for reasons beyond the reasonable control of RURAL TV. RURAL TV will not be liable to you or to any other person in the event that all or any part of the service and/or system is discontinued, modified or changed in any way.

Nothing in these terms and conditions restricts your statutory rights as a consumer. For more details on your statutory rights you should contact your local Trading Standards Office or Citizen's Advice Bureau.

RURAL TV Prize Draw & Competitions – Terms & Conditions:

- Riding Holiday Prize Draw 2010:

Normal RURAL TV competition rules apply. Competition details form part of these terms and conditions. Entry is open to residents of the UK except employees (and their families) of Rural Media Group, its partners and agents, the suppliers of the prizes and any other companies associated with the competitions. The winner(s) must be aged 18 or over. Proof of identity and age may be required. Use of a false name or address will result in disqualification. All entries must be made directly by the person entering the competition. Entries made online using methods generated by a script, macro or the use of automated devices will be void. No responsibility can be accepted for entries lost, damaged or delayed in the post. The prizes are as stated, are not transferable to another individual and no cash or other alternatives will be offered. Winners are responsible for expenses and arrangements not specifically included in the prizes, including any necessary travel documents, passports and visas. Prizes are subject to availability and the prize suppliers' terms and conditions. The promoters reserve the right to amend or alter the terms of competitions and reject entries from entrants not entering into the spirit of the competition. The winner agrees to the use of his or her name, photograph and disclosure of county of residence and will co-operate with any other reasonable requests by Rural Media Group relating to any post-winning publicity. Unless stated otherwise all postal entries must be made on the relevant coupon or form printed in the magazine. The winners will be chosen from all correct entries received by the closing date stated within the promotional material. Winners will be confirmed in writing. Reasonable efforts will be made to contact a winner. Failure to respond and/or provide an address for delivery, or failure to meet the eligibility requirements may result in forfeiture of the prize. If they cannot be contacted, or are unable comply with these terms and conditions, the Promoter reserves the right to offer the prize to the next eligible entrant drawn at random. Where applicable, the decision of the judges is final based on the criteria set out in the promotion and no correspondence will be entered into over this decision. Competitions may be modified or withdrawn at any time. The Service Provider and contact details are specified within the promotional material. Use of entrant's email address: when you enter this competition, your email address will be automatically added to receive RURAL TV's email newsletter. Please note that you will be given the opportunity to unsubscribe from the email newsletter via the unsubscribe message in the email. The closing date for entries is 30 November 2010 at 5pm. Travel must be taken by 31 December 2011 otherwise trip is forfeited. Winner must submit three date requests in order of preference. All entrant information will be openly shared with ActiveRidingTrips.com, including addition of

email addresses.

Queries/Complaints

If you have a query or complaint, you may register your query and/or complaint with the RURAL TV office, which can be contacted by phone on **020 7131 6695** or by email at info@ruraltv.tv You will need to give the following information:

1. Your Name
2. Your email address or the phone number you called from, as relevant
3. The IP number of your computer, if relevant
4. The date(s) and time(s) when you experienced problems
5. The nature of the problem you have experienced
6. If possible, your internet service provider
7. A contact telephone number you can be reached on, if necessary.

Alternatively, you may send the above required information to amy@ruraltv.tv and we will contact you as soon as possible.

“RURAL TV” is RURAL TV Limited, 1 Stephen Street, London, W1T 1AL.
(Registered in England and Wales Company No. 06787898 Registered office 16 Church Street, Rugby, Warwickshire CV21 3PW).

Rural Media Group, Inc.: Rural Media Group, Inc. is a privately held Delaware-based “C” corporation which owns and operates the world’s largest portfolio combining rural-based satellite/cable delivered media and entertainment companies including RFD-TV (2000) which reaches over 40 million U.S.homes, RFD-TV The Magazine (2003) published bi-monthly with 155,000 paid subscribers, RFD-TV The Theatre (2007) headquartered in Branson, Missouri, and RFD HD (2008) which produces and delivers high-definition video content. Corporate headquarters are located in Omaha, NE with production operations in Nashville, TN, and affiliate sales originating in Dallas, TX. www.rfdtv.com

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