

EVENT ACKNOWLEDGEMENT AND RELEASE

This Event Release ("Release") is made effective as of June 21, 2019. The undersigned ("Releasor"), on Releasor's own behalf and that of Releasor's family members, agents, employees, representatives, successors, and assigns, hereby releases and discharges LuLaRoe, LLC, a California limited liability company ("LuLaRoe"), and LLR, Inc., a Wyoming corporation ("LLR"), and their principals, shareholders, members, officers, directors, employees, agents, servants, representatives, successors, and assigns (separately and collectively "Company") from any and all claims, actions, damages and harm, known and unknown, including, without limitation, bodily injury or death, arising or related in any way to the promotional or other event to be sponsored by the Company and/or held on the premises of the Company, and all related activities (collectively "Event"), advertised, promoted or made available by the Company.

I acknowledge that participation in the Event is voluntary and is not required or compelled, directly or indirectly, by the Company. I further acknowledge that the opportunity to participate in the Event is provided by the Company, without charge, for the benefit of the Company.

I acknowledge that an inherent risk of exposure to COVID-19 exists in any public or private place where people are present. By attending the Event, I voluntarily assume all risks related to exposure to COVID-19 and agree not to hold the Company or any of its or their affiliates, directors, officers, employees, agents, or contractors, liable for any illness or injury.

I hereby grant Company permission to take photographs, video and recordings, including pictures, images, likenesses, videos, films, podcasts, and/or recordings (however made and including, without limitation, the sound of my voice as recorded on audio, video or film), of me in association with the Event or any activities or recreation associated with the Event and further grant to Company an irrevocable and royalty-free license to use my name, sobriquets, biographical information, and such photos, videos, recordings and/or likenesses for business purposes in its online, print, and digital advertising and promotional materials. I release and waive all claims for remuneration for such use and further waive any right to inspect or approve such materials prior to their publication. I understand and agree that these materials shall become the property of the Company and will not be provided to me.

I hereby hold harmless, discharge, and release the Company, and its affiliates, from all liability, actions, causes of action, costs, contracts, damages and claims, related to any matter herein which I, my heirs, representatives, executors, administrators, or any other person may make or assert while acting on my behalf or on behalf of my estate.

I knowingly and expressly waive the provisions of California Civil Code Section 1542 pertaining to General Releases. California Civil Code Section 1542 provides: "A general release does not extend to claims which the creditor does not know or suspect to exist in his favor at the time of executing the release, which if known by him must have materially affected his settlement with the debtor." I represent that I have not assigned, sold or transferred, or purported to have assigned, sold or transferred, any of the rights or claims which are the subject of this Release.

The collective definition of the Company shall not imply any common identity, commingling, or alter ego relationship between LuLaRoe, LLR, or any individual. This Release constitutes the entire agreement between the parties hereto pertaining to the subject matter contained in it and supersedes all prior and contemporaneous agreements, representations and understandings of the parties. No waiver shall be binding unless executed in writing by the party making the waiver. This Release is deemed to have been entered into in Riverside County, California. This Release shall be construed in accordance with, and governed by, the laws of the state of California.

Releasor:

[Sign]

[Print Name]