



INTERNATIONAL
OLYMPIC
COMMITTEE

To: All National Olympic Committees
Participating in the Games of the XXIX
Olympiad in Beijing in 2008

NOC Relations
Ref. No C/198/2007/sar
Via Facsimile – Two (2) pages

Use of Images of a Competitor, Coach, Trainer or Official during the Period of the Games of the XXIX Olympiad in Beijing in 2008

Dear President,
Dear Secretary General,

In accordance with the *Olympic Charter* and the instructions issued by the IOC, the following rules will apply with respect to the use of images of a competitor, coach, trainer or official (hereinafter jointly referred to as "Participants") during the period of the Games of the XXIX Olympiad in Beijing in 2008 which, for the purpose of this letter, is the period starting from and including eight days prior to the Opening Ceremony and ending on the end of the third day after the Closing Ceremony, i.e. from 1st August 2008 until 27th August 2008.

The *Olympic Charter* (Rule 41, Bye-law paragraph 3) states that "*Except as permitted by the IOC Executive Board, no competitor, coach, trainer or official who participates in the Olympic Games may allow his person, name, picture or sports performances to be used for advertising purposes during the Olympic Games.*"

The IOC has agreed to the following exceptions and conditions:

1. Entities authorized

- 1.1 Subject to the approval of the National Olympic Committee (NOC), NOC sponsors may use, for Authorised Communications only (as further detailed under Section 2 below), the image of a Participant or of the NOC Olympic Team, within the territory of the NOC in which it is a sponsor.
- 1.2 Subject to the approval of the IOC, TOP Partners, as Partners of the Olympic Team of each NOC, may use, for Authorised Communications only (as further detailed under Section 2 below), the image of a Participant or of the NOC Olympic Team on a multi-territory basis.
- 1.3 Sports Goods Industry Manufacturers who supply equipment to a Participant and who are members of the World Federation of the Sports Goods Industry (WFSGI) (the "Manufacturers"), may use, for Authorised Communications only (as further detailed under Section 2 below), the image of such Participant, subject to the following approval conditions:



- 1.3.1 For promotions run in less than three NOC territories, such use of Participant images will be subject to the approval of the IOC and of the NOC of the Participant and the NOC(s) of the relevant territories.
- 1.3.2 For promotions run in three or more territories, such use of Participant images will be subject to the IOC's approval, at its sole discretion, except for those NOCs which have declared to the IOC in writing that they choose to retain the right and assume the responsibility and the related services of granting (or not granting) approval to the Manufacturers directly. Such NOCs should make their declaration to the IOC by 23 November 2007. For such NOCs, the use of Participant images shall be subject to both the approval of the relevant NOCs (as per 1.3.1 above) and the IOC.

2. Authorized Communications

Communications may only be of a congratulatory or generic nature. Communications may not under any circumstances (i) make reference to direct use of any product or service that enhances performance in practicing or competing in sport, nor (ii) be in relation to the Participant's performance at the Games of the XXIX Olympiad in Beijing in 2008 or at other Olympic Games except in the case of congratulatory communications as further detailed as per the attached guidelines.

3. Participant's Individual Rights

In all cases, use of a Participant's image, name, likelihood or other resemblance must respect the Participant's individual rights including the need to obtain the Participant's express prior written approval.

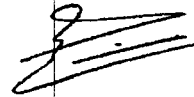
Any other exception to the use of a Participant's image shall require the prior written approval of the IOC Executive Board.

Thank you for taking due note of the above-mentioned guidelines and advising the Participants that will be members of your National Olympic Team, as well as your NOC sponsors.

Yours sincerely,



Timo LUMME
Director Television and Marketing



Pere MIRO
Director of NOC Relations

Encl.

- Cc: - Organising Committee for the Games of the XXIX Olympiad in Beijing in 2008 (BOCOG)
- Continental Associations
- International Olympic Summer Sports Federations
- Association of the International Olympic Summer Sports Federations (ASOIF)