



WIRELESS TERMS OF USE

These Wireless Terms of Use are supplemental to Red Bull's existing Terms of Use, and apply to wireless programs with which Red Bull is involved.

Registration

In order to participate in the Red Bull text programs, you must text message the keyword to the short code 21523. This text message will serve as the registration of your mobile telephone number for the program. The program opens March 22, 2007 and is ongoing

Requirements and Costs

In order to participate in the program, you (the "User"), must have:

- a wireless device capable of transmitting and receiving SMS messages
- a subscription with a wireless service provider that (i) provides SMS message service, and (ii) participates in the program.

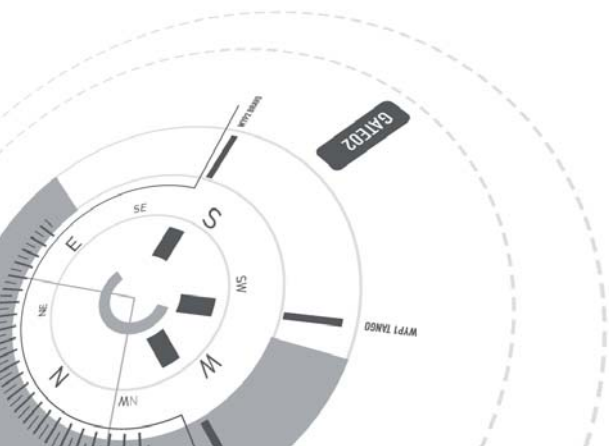
Red Bull does not charge Users for participation in the program, but your wireless service provider may. Standard text messaging rates or other charges from your wireless service provider may apply and may appear on your mobile telephone bill, or may be deducted from a prepaid wireless account. Users should consult their wireless service provider to determine these costs, charges, and fees. In particular, some wireless providers charge their subscribers for each incoming or outgoing SMS message. Red Bull reserves the right to change, modify, or discontinue the program at any time, without notice.

Help

If, at any time during the program, you need help, you may send a text message with the word HELP to 21523 or call 888-782-2180.

Opting Out

If, at any time, you wish to opt out of the program, you may do so by sending a text message with the word STOP to 21523.





Limitation of Liability

USER EXPRESSLY UNDERSTANDS AND AGREES THAT RED BULL SHALL NOT BE LIABLE FOR ANY LOSS OR DAMAGE (DIRECT, INDIRECT, PUNITIVE, ACTUAL, CONSEQUENTIAL, INCIDENTAL, SPECIAL, EXEMPT OR OTHERWISE) RESULTING FROM ANY USE OF, OR INABILITY TO USE, THE PROGRAM, OR RESULTING FROM ANY ERRORS OR OMISSIONS IN THE CONTENT OF THIS WEBSITE, REGARDLESS OF THE BASIS UPON WHICH LIABILITY IS CLAIMED, EVEN IF RED BULL HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH LOSS OR DAMAGE.

In particular, Red Bull will not be responsible for lost, incomplete, late, damaged, or misdirected text messages; failures or malfunctions of phones (including wireless phones/handsets), phone lines or telephone systems or other communications malfunctions; cellular equipment towers, telephone systems or wireless services; interrupted or unavailable network, server; miscommunications, failed computer hardware or software or other technical failures; garbled, lost, misrouted or scrambled transmissions; any error, omission, interruption, defect or delay in any transmission or communication; traffic congestion or for any technical problem related to the Program.

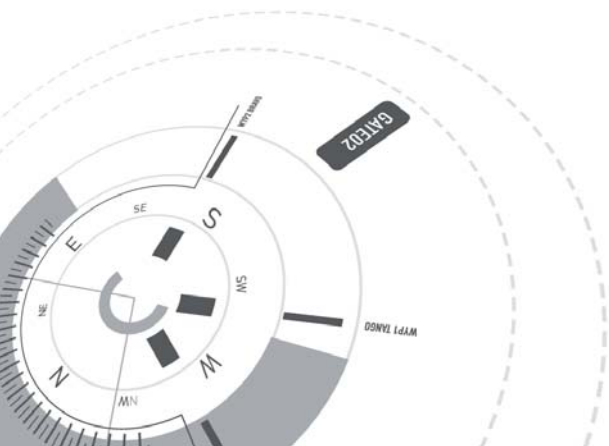
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Indemnification

User agrees, at User's expense, to indemnify, defend and hold harmless Red Bull, its officers, directors, employees, agents, affiliates, distributors and licensees from and against any judgment, losses, deficiencies, damages, liabilities, costs and expenses (including reasonable attorney's fees and expenses) incurred in connection with or arising from any claim, demand, suit, action or proceeding arising out of User's breach of this Agreement or in connection with User's use of this website or the program or any product or service related thereto.

