

Schedule “A” Guidelines
The Peak Performance Project Overview

Applications open: Friday March 19th 2010 (one deadline per year)

Deadline for application: 5:00pm PST April 30, 2010

Purpose of program:

The PEAK 100.5 FM, Vancouver’s first AAA radio format, is committed to the development of newly emerging BC music artists. The Peak Performance Project is designed to educate, promote, develop and hopefully launch the careers of some of BC’s up and coming artists. It also hopes to foster the BC music industry and create a sense of community amongst music professionals.

The music industry is going through profound changes which have resulted in artists being required to develop themselves. The decline in development dollars has left many artists in need of substantial funds to launch their careers. The PEAK is investing five million two hundred and ninety thousand (\$5,290,000) over seven years or seven hundred and fifty-five thousand dollars (\$755,000) per year in the Peak Performance Project through CTRC approved Canadian Content Development funds. The program is administered by the Music BC Industry Association.

Unlike other funding programs, the PPP is designed to allow for all selected artists to work their way through a process that will give them the opportunity to show whether they have what it takes to make it in today’s music industry. The artists that show not only the most talent, but also the most creativity in marketing and promotion and show overall growth will be rewarded with greater support from the program.

Indirect benefits to the PEAK performance project:

The Pattison Group of Companies will contribute an annual media credit of \$1,000,000.00 in support of the PEAK Performance Project. This media credit will be used for marketing, promotion and advertising of the Peak Performance Project and the participating artists. All such media credits shall be administered by the management of The Peak FM.

Project Summary for 2010:

20 BC based artists will be selected to participate in the PEAK Performance Project. In addition to a rigorous six month artist development program, the PPP will award over **\$315,000.00** in direct artist development funding, making it the biggest individual radio station project in Canada.

Final development awards shall be as follows:

First Place \$100,500.00;
Second Place \$75,000.00;
Third Place \$50,000.00;
Fourth Place \$10,000.00;
Fifth Place \$5000.00
Other cash awards \$75,000.00 including Base Camp awards.

The PEAK Base Camp award

Upon signing of their participation agreements, each of the Top 20 Peak artists will be granted \$3,500.00 to be spent in a manner which, in the opinion of the artist, will fill a gap or gaps in the artist's career. This can include recording, marketing, promotion, video production or other such activities.

PEAK Performance Orientation

The Top 20 orientation will be held Saturday June 12, 2010 and will include an outline of the program, a special live performance workshop with Tom Jackson and an industry networking event. The event will be held at the Biltmore Nightclub, Vancouver BC. The official program will be followed by a special concert TBA.

PEAK Performance Project Boot Camp

Each selected artist will participate in a boot camp designed to highlight some of the key aspects of artist development and marketing.

The PEAK Performance Project Boot Camp will be a week long program held at Rockridge Canyon, Princeton BC August 27-Sept 3, 2010. Selected participants (including all members of band participants) will be required to attend the entire PPP Boot Camp in order to move to the next round of the program.

The PPP Boot Camp will include training in the areas of stage performance, songwriting, online and traditional publicity, promotion and marketing, tour planning, introduction to music law and business, funding, media training and other development topics.

The PEAK Performances

The next round in the Peak Performance Project will be the PEAK Performances commencing September 2010. The Peak Performance will involve a series of showcases in Vancouver venues to be determined from year to year. Each artist will showcase for a panel of judges who will adjudicate the artists based on stage presence, musical ability, songwriting, crowd reaction and other such criteria as determined in the sole discretion of the PPP committee. Live performance judging will form part of the overall assessment of each artist.

BreakOut West/WCMA Kelowna

For 2010, we are proud to announce a special opportunity for all Top 20 PPP Artists. On Thursday October 21, 2010 each of the Top 20 artists will be given a showcase opportunity as part of the BreakOut West/WCMA festival in Kelowna, BC.

The PEAK Summit

On November 8, 2010 the Top 5 PPP Artists will be announced on-air at 100.5 PEAK FM's special Peak Performance Lounge. Then, at a special final concert at a venue TBA in late November 2010, will be held where the order of the Top 3 PPP Artists will be announced.

Results of the public voting and live performance judging will be considered along with the artist's performance throughout the entire program to determine the Top 5 PPP Artists. Fifth place will be awarded \$5000; Fourth place will be awarded \$10,000, Third place will be awarded \$50,000, Second Place will be awarded \$75,000 and the PEAK Summit will be valued at \$100,500. These funds shall be administered by Music BC and each of the top five selected artists will be required to submit detailed budgets for recording, marketing, promotion, touring, musician fees, producer, engineer, studio, video production and all other costs.

GUIDELINES

PEAK PERFORMANCE PROJECT 2010

Deadline for application: 5:00pm PST April 30, 2010 (one deadline per year)

ELIGIBILITY CRITERIA:

- i) **Music Genre.** All music genres may apply for the PEAK Performance Program; however a primary goal of the program will be to feature artists on the PEAK radio station being an AAA format. AAA is Adult Album Alternative which has been described as consisting of “mainstream **pop** and **rock** as well as many other **music genres** such as **alternative rock**, **alternative country**, **folk** and **world music**”. The PEAK judging committee shall in its sole discretion determine from year to year which artists shall be eligible based on the genre submitted. The PEAK playlist is available online in order for applicants to gauge their potential eligibility. Eligibility will be determined at the sole discretion of the Peak Performance Project committee.
- ii) **Age limit.** Applicants must be a minimum of 19 years of age to apply to the PEAK Performance Project.
- iii) **Original Artists.** Preference shall be given to Artists who perform their own songs or songs co-written with other BC based songwriters. No cover songs shall be accepted in assessing eligibility to the program.
- iv) **Touring Artists.** Artists must be willing to tour. Touring shall be a required condition of any receiving PPP funding.
- v) **Residency.** Artist must be a BC resident. The artist must be a resident of BC for at least 6 months prior to application. Proof of residency may be requested. Majority of band must be BC Residents; i.e. 3 out of 4 members.
- vi) **Citizenship.** Artist must be a Canadian Citizen or Landed Immigrant. Proof of Canadian Citizenship or Landed Immigrant may be requested. Majority of band must be Canadian or Landed Immigrant.
- vii) **Qualifying Artist:**
 - (a) The PPP is a program designed to aid in the development of newly emerging artists (as opposed to new artists with no track record or emerging artists with a significant track record). PPP artists should be artists with some track record who have yet to have achieved significant success in the music industry. As one test, artists who might be eligible for the Radio Starmaker Program would probably not be eligible for the PPP.

- (b) Artist's sound recording and musical work copyrights cannot be encumbered by any third party company such that the Artist is unable to clear master use, mechanical, synchronization or other copyright related clearances of copyrights used in the program.
 - (c) Artist may apply as an individual, sole proprietorship, partnership or limited company (as long as partnership or limited company is at least 51% owned and controlled by the Artist).
 - (d) Artists signed to a direct artist deal or a "so-called" 360 deal with any third party company whether major or independent are not eligible for this program.
 - (e) Artists with a third party licensing or distribution deal may be eligible for the program, however a copy of such agreement must be sent with the application to be reviewed confidentially by the PPP committee. The PPP committee reserves the right to judge an applicant ineligible based on the terms and conditions of such agreement.
 - (f) Artists signed to exclusive publishing, co-publishing or publishing administration agreements are not eligible for this program, however Artist may have individual songs published as long as such publishing does not encumber the Artist from participating in any way with this program. Non-exclusive song shopping or administration agreements are acceptable under this program as long as Artist retains signing authority for the musical works.
 - (g) Artist may be signed to a management or agency deal as long as manager or agent does not own or exclusively control the Artist's sound recording or musical work copyrights.
 - (h) For radio, artist must be considered an "emerging artist" as defined by the CRTC.
 - (i) PPP committee reserves the right to disqualify artists based on a successful past track record as determined in the committee's sole discretion.
 - (j) Artists may return for further years if they did not make the top 3 artists, however they have to start at the beginning of the process (including Boot camp); however, the maximum number of years that one Artist may participate in the PPP is three (3) years.
- viii) Initial artist selection. Applications will be filed online. Inclusion of pictures, biographies, demos and live performance videos will be mandatory. Selection will be by recommendation of independent juries administered by Music BC with final selection at the determination of the PPP committee.

Peak Performance Project Schedule 2010

All PPP Top 20 Artists must be aware of the schedule set out below. Attendance at the Orientation, PPP Bootcamp, Artist Showcase, BreakOut West/WCMA and Final Concert (if in Top 3) is mandatory for all PPP Artists (including all members of the Artist if Artist is a band). Dates subject to change.

PPP 2010 SCHEDULE

Friday March 19	Launch Online Applications
Friday April 30	Close Online Applications
May 1 - May 30	Online and committee adjudication
Monday May 31	Announce Top 20
June 1-11	Confirm Top 20 Participation/Contracts
Sunday June 12	Orientation, Tom Jackson Seminar, Industry Meet & Greet
August 27-Sept 3	BOOTCAMP Rockridge Canyon, Princeton BC
Sept 9 (approx)	Showcase #1
Sept 16 (approx)	Showcase #2
Friday Sept 17	\$3500 Grant Proposals Due
Sept 23 (approx)	Showcase #3
Sept 30 (approx)	Showcase #4
Oct 7 (approx)	Showcase #5
Monday Oct 18	Final Reports Due / \$3500 Grant completion deadline
Oct 21 – 24	BreakOut West/WCMA Kelowna Showcases and Conference
Monday Nov 1	Top 5 Announcement on 100.5 The PEAK
Late November	Final Showcase - revealing the order of the Top 3 PPP Artists

Peak Performance Orientation

All Top 20 Artists shall be required to attend a PPP orientation session on Saturday June 12,

2010 for a full day at the Biltmore Nightclub, Vancouver BC. At the orientation artists will be given course materials for the PPP Boot Camp and a work book to be completed prior to the PPP Boot Camp. There will also be a live performance production workshop with Tom Jackson and an industry meet and greet. Attendance for the entire event is mandatory.

Top 20 Artists will be given course materials which will be used at the PPP Boot camp. Each Artist (including each member of each Artist band) shall be required to complete an online workbook prior to the PPP Boot Camp. All workbooks must be satisfactorily completed prior to the first day of the PPP Boot Camp. Failure to complete the workbook may result in elimination from the PPP or a point fine.

Peak Performance Project Base Camp Award

Upon signing of their participation agreements, each of the Top 20 Peak artists will be granted \$3,500.00 to be spent in a manner which, in the opinion of the artist, will fill a gap or gaps in the artist's career. This can include recording, marketing, promotion, video production or other such activities.

Each artist will be asked to submit a one-two page proposal (word doc) and one (1) page budget (on excel) outlining what they propose to use the funds for. This must be received by email to the Music BC office in Vancouver no later than September 18, 2010, but can be sent in any time after the initial announcement of the Top 20. The guidelines for the allowed expenditures shall be governed in the same manner as the final summit awards (except for equipment purchases which shall not be allowed in this part of the program). Music BC will administer all of the funds and pay only approved invoices based on the approved budget and proposal.

The proposal and the impact of the funds on the Artist's career will form part of the overall assessment of each artist. The funds must be fully spent no later than October 18, 2010 or those remaining funds will revert back to the program.

Peak Performance Boot Camp

All participating artists, including all individual members, shall attend the entire PPP Boot Camp. Attendance and completion of the Boot Camp course is essential to moving to the Peak Performance stage of the program.

The PPP Boot Camp shall typically be held in a location outside of the Lower Mainland. The 2010 PPP Boot Camp will be held at Rockridge Canyon, Princeton B.C. Backline (drums and amps) will be provided, however artists will have to bring their own instruments. Drummers will be required to bring their own snare and cymbals. Artists are responsible for their own transportation to and from the Boot Camp.

The PPP Boot Camp will take place August 27, 2010 to September 3, 2010 The PPP Boot Camp will take place over one week – traveling on Friday and returning Friday.

Artists shall be able to bring a maximum of four (4) individuals (exceptions will be made for

bands with greater than four (4) members). Solo artist shall be encouraged to bring their own accompanists, however the PPP Program will not cover any musician fees for participation in the PPP Program. All costs of meals, accommodation, course materials and faculty fees will be covered by the Peak Performance Project.

The Boot Camp will work on the principal that the music business requires a DIY philosophy. Course content may include such subjects as live stage and individual performance, vocal coaching, songwriting, marketing and promotion, media training, music law and business, music industry revenues, touring, radio tracking and online issues.

Faculty shall also include legal, accounting, marketing and promotion, radio tracking, web based marketing, media training personnel for music business training.

Participating artists shall be required to play public and private concerts as part of their course obligations on a gratis basis. If produced, these showcases will be primarily used for furthering the development of the participating artists. Concerts may be critiqued by Boot Camp faculty.

Attendance and participation in all of the aspects of the PPP Boot Camp are required to move to the Peak Performance stage of the project. Faculty of the Boot Camp will confirm attendance and participation in all courses, seminars, panels and events. Participants are required to comport themselves in a professional manner at all times and adhere to the guidelines for conduct during the PPP Program. Use of the knowledge and skills imparted during the Boot Camp will be essential to success during the balance of the PPP.

Peak Performances

Commencing in September 2010, the Artists who have successfully completed the Boot Camp will participate in a series of showcases for the purpose of determining the top 5 PPP artists. The showcases will be announced in August 2010 and the artists shall have the opportunity to use what they learned at the Boot Camp to promote their shows and enhance their careers.

The showcasing will go as follows:

Five (5) weekly showcases featuring four (4) artists per evening. Artists will be judged by a jury panel of industry professionals based on such criteria as stage presence, musical ability, songwriting and crowd reaction.

BreakOut West/WCMA Kelowna

For 2010, we are proud to announce a special opportunity for all Top 20 PPP Artists. On Thursday October 21, 2010 each of the Top 20 artists will be given a showcase opportunity as part of the BreakOut West festival in Kelowna, BC. Top 20 artists may use part of their initial \$3500 funding to help pay for the costs of transportation and accommodation for the event. Attendance for each of the Top 20 is mandatory.

The Peak Summit

The top 5 artists will be awarded support in the following amount:

First Place \$100,500.00;
Second Place \$75,000.00;
Third Place \$50,000.00;
Fourth Place \$10,000.00;
Fifth Place \$5,000.00.

The awards will be administered exclusively by Music BC and will be funded according to direct approved budgets and upon receipt of valid invoicing. All payments shall be made directly to approved third party suppliers or reimbursed based on valid invoicing and proof of payment. Artists will be responsible for amounts spent in excess of the pre-approved budget. Other than approved per diems, Music BC shall not accept any cash payment receipts. All proof of payments must be by cancelled cheque, money order or credit card.

Artists must submit budgets within one month of Top 5 artist announcement.

All funds must be expended no later than eighteen months following the announcement of the Top 5 artists. Any unexpended funds after eighteen months will be returned automatically to the PPP for application to future PPP years.

Selection of Top 5 Artists

Adjudication

The PPP Committee shall use the following criteria in assessing each artist:

Jury/Public adjudication:

- | | |
|---|-----------|
| 1. Live Performance judging: | 30 points |
| Live score card (3-5 judges) | |
| Average of points | |
| Songs/Arrangements | 5 |
| Stage Presence | 5 |
| Musicianship | 5 |
| Vocals | 5 |
| Crowd Response | 5 |
| X-factor/Star power | 5 |
| 2. Public online or text voting: | 20 points |
| (each artist will be given points equal to their percentage in relations to the overall vote) | |
-

Total 50 points

Committee adjudication:

5 Challenges (quality of reports)	10
Base camp awarded proceeds – use of proceeds	10
Marketing and promotion over period (including online)	10
Songs	10
X-Factor, Image (star power)	10
Total	<u>50 points</u>

Committee numbers will be averaged.

Total scores are out of 100 points. The artists will be ranked 1-20 based on the scores as determined by the assessment criteria above.

Criteria Detail:

Online or text voting

One song from each of the Top 20 will be added to the PPP website. The public will be engaged to vote on their favorite recordings over a defined 2 to 3 week period. The voting will be tallied and then each artist will be assessed points based on their percentage of overall votes cast. For example, if an artist receives 20% of the overall vote, then that artist will receive 4 points out of a possible 20.

5 Challenges

The Top 20 artists will be given a series of five (5) challenges during the course of the PPP. These challenges must be completed and reported on no later than Monday October 18, 2010. The committee shall adjudicate the challenges based on (a) satisfactory completion of the challenge and (b) quality of result of challenge.

Base camp awarded proceeds – use of proceeds

The use of the \$3500.00 Base Camp awards will adjudicated by the PPP Committee based on (a) how the artist proposed to use the award, (b) how effective the proposed use of funds was and (c) how impactful the use of the award was in furthering the artist's career.

Marketing and promotion over period

The PPP committee will review all of the marketing and promotion activities carried out by the artist during the PPP. It is incumbent upon each artist to report all marketing, promotion, press and online activities in their final report in order for the PPP committee to be able to make a proper assessment of the artist's marketing and promotion.

Songs

“It all starts with a song”. The PPP committee will examine the artist’s songwriting ability and songs submitted (please include lyric sheets). Artists are encouraged to send in new demos recorded during the PPP which show songwriting improvement.

X-Factor, Image (star power)

This is a subjective assessment of the artist’s potential to be a “breakout” artist from BC. Factors to be taken into account by the PPP committee will be image, stage presence, ability to work a crowd and the intangible “it” factor.

Overall assessment

The Top 5 Summit artists will be chosen by weighted combination of public voting, live performance judging and the PPP committee (based on the adjudication formula set out above).

Announcements

The Top 5 artists will be announced on air at the Peak FM (or other location to be determined by the Peak FM) November 1, 2010. The fourth and fifth place artists will be announced at that time; however the order of the Top 3 artists will be announced at the Summit Awards night.

The Summit Awards night shall be held in late November 2010 in Vancouver, BC at a venue TBA. The Top 3 artists will showcase at the event, however the order of the Top 3 will have been determined before the final showcase. The order of the Top 3 artists will be announced at this event.

Summit award winners

Artists awarded the five top funding allocations shall be required to submit a detailed budget and marketing plan outlining all costs associated with recording, marketing and promotion and touring. Budgets and marketing plans will be approved in advance by the PPP Committee and all payments shall be administered directly by Music BC upon receipt of approved invoicing. All suppliers may be required to register with Music BC at Music BC’s request as an approved supplier and such registration shall include an agreed to market rate for services. Artist shall be required to use BC based suppliers of services including studios, producers, engineers, publicists, radio trackers and other service providers. Budgeting shall be flexible and shall reflect the needs of the artist as determined by Music BC and the PPP committee. All awards must be used within eighteen months of such award or all unused funds shall be forfeited and may be added back into the program.

Disqualification from Peak Performance Project

The PPP Committee reserves the right at all times to disqualify or eliminate an Artist from the

program for non-adherence to program guidelines (during or after the funding awards), if the Artist's circumstances should change at any time during the program (ie. Artist gets signed to an exclusive recording agreement) or for any other reason that the PPP Committee in its sole discretion deems to be reasonable grounds for disqualification or elimination from the program. Other grounds for disqualification shall include failure to complete any portion of the project, behavior which may bring the project into disrepute or affect the PPP's relationship with third party sponsors or suppliers, damage to any facility used by the PPP, unauthorized use of alcohol, abuse of drugs, publishing of comments critical of the PPP in any media or any other action or inaction causing damage to the PPP or its reputation.

Basic conditions of funding:

1. Artist may use any producer, engineer or studio to record, mix any master sound recordings under the PPP, however all suppliers must register with Music BC and be pre-approved.
2. Top 5 Artists shall submit a complete business/marketing plan and budget which must be approved in advance by Music BC.
3. All suppliers must be BC residents and BC based companies;
4. Suppliers must be willing to sign a supplier's declaration stating their residency and approving the proposed budget;
5. Artists shall own the copyrights in the sound recordings and songs (where applicable), however The Peak reserves the right to first radio play of any recorded tracks and a perpetual license to produce, manufacture and distribute for promotion purposes only compilations of the PPP artists (on a digital format to be determined as commercially viable at the time that the demos are completed) ("Compilations"). The Peak shall further be granted the right to use the demos on-air for advertizing purposes at no cost to the Peak and for promoting the Peak Performance Program. The sound recordings may be used for streaming purposes on the Peak, Music BC and PPP websites
6. The Peak may use the Artist's approved name and likeness in promoting the Peak FM station, the Peak Performance Project and Compilations;
7. All recorded tracks must be mastered and encoded with ISRC codes (which can be obtained from CRIA www.cria.ca)

Budgets

All budgets must be completed on a Microsoft Excel spreadsheet provided by Music BC with the following headings:

Budget expense title (using reference numbers of headings set out below)
Description of service
Company providing service
Service provider's email address
Service provider's phone number
Service provider's web site

Amount of budget line item

Sub-totals for recording to master stage, artwork and design, video costs, marketing, promotion, publicity and radio tracking, tour and showcase expenses, manufacturing costs and other costs.
Total of all costs and expenses.

All approved costs and expenses which are paid in advance by artist will only be repaid based on valid invoicing and receipt. No cash expenditures shall be repaid to artist. Costs and expenses must be verified with cancelled check, money order or credit card receipt. Per Diems do not require invoicing and shall be paid directly by Music BC through the PPP, but shall be limited to \$25.00 per musician and crew per day.

Eligible Costs and Expenses (use numbers to reference eligible cost on budget):

1. Studio costs (artist owned home studio costs may be capped at the discretion of the PPP Committee). All studios must be approved in advance by Music BC including posted rates;
2. Producer and Engineer costs;
3. Mixing engineer;
4. Mastering (must include ISRC codes);
5. Musician's fees during recording and fees and per diems for live performance. Artist may be included in musician's fees and per diems for live performance, however fees must be reasonable (for example, not to exceed AFM guidelines for international scale for sound recording). Live performance fees per show may not exceed \$75.00 per show and per diems may not exceed \$25.00 per day while on the road). In no event can total musician's fees and/or per diems for recording and live performance exceed 10% of the total PPP award;
6. Rentals where necessary;
7. Tape and Hard Drive costs;
8. Rehearsal space costs;
9. Photography;
10. Graphic design;
11. First 1000 units of Digital media manufacturing (CD,DVD or other commercial format);
12. Video Production costs (including budget breakdown provided by producer of video);
13. Website design and online marketing;
14. Membership fees to associations and registration fees for festivals and conferences e.g. Music BC, CIRPA, SAC, AFM, CMW, SXSW, NXNE, JUNO Awards;
15. Publicity;
16. Promotion;
17. Marketing;
18. Radio servicing and tracking;
19. Legal fees (negotiating producer agreements, distribution and licensing). Note: drafting and execution of band agreement is mandatory for Top 3 artists of more than one member.
20. National and international showcasing and touring expenses including vehicle rental (vehicle purchase not eligible), fuel, driver, accommodation, food (per diem based on \$25

per touring artist per day), postering, air, bus or train travel, musician's fees (based on \$75 max. per musician per concert), sound man, sound re-enforcement and lights and other reasonable costs associated with showcasing and touring;

21. Initial financing of merchandise up to \$5000.00 max;
22. SST is an eligible expense, but GST is recoverable and is therefore not eligible;
23. Sundry items such as drum skins, sticks, strings, batteries, cables and other basic live performance accessories;
24. Travel, Equipment and Liability Insurance.
25. Equipment purchases, however not to exceed 10% of overall award (excluding base camp award)
26. Education programs for furthering artist's career in music (on approval of PPP Committee);
27. Other costs (to be approved in advance by PPP Committee);

The PPP Committee reserves the right to disqualify any proposed cost or expense at the Committee's sole discretion. PPP Committee may request that budgets be revised until satisfactory to PPP Committee. Failure to satisfy the PPP Committee with prudent fiscal planning may result in forfeiture of Summit award.

Equipment purchases must be in support of enhancing the Artist's live show or recording of the Artist's materials.

Detailed production and marketing plan must accompany budget.

All suppliers must be approved in advance by Music BC. All suppliers must provide Music BC with description of facility/service, resume/discography and normal market rates for services.

All suppliers of above services must be BC residents or BC companies (owned by BC Residents). Studios used must be located in BC.

Ineligible costs:

1. Management and agency fees;
2. Equipment (over 10% of total award) or vehicle purchases;
3. Cash expenditures (other than per diem);
4. Taxes (other than SST);
5. Costs or expenses by suppliers outside of BC, except direct touring costs.

The PPP Summit and other cash awards are to be considered grants and not loans.

Artist must retain ownership of the sound recordings recorded under this program for a period of five (5) years from the date of completion of the sound recordings. Sales of the copyrights in the sound recordings prior to the five (5) years shall result in the immediate triggering of repayment of all funds granted to the Artist. Artist may license or distribute the sound recordings as they see fit.

The Peak shall retain the right to be the initial broadcast station for the first single from each of the Top 3 artist's sound recordings. The Peak shall have a perpetual, non-exclusive license to post all of the sound recordings recorded under the program on the Peak FM websites and on the air. The Peak shall have the right to license up to three (3) sound recordings for inclusion on future PPP promotional compilation albums royalty free. The Peak may assign or sub-license these rights to Music BC at the Peak's discretion.

ALL DATES AND LOCATIONS SET OUT IN THESE GUIDELINES ARE SUBJECT TO CHANGE WITHOUT NOTICE BY THE PPP COMMITTEE. PPP COMMITTEE RESERVES THE RIGHT TO CLARIFY ANY GUIDELINES SET OUT HEREIN AND TO SET POLICY AT THE PPP COMMITTEE'S SOLE DISCRETION. ANY QUERY OR CONCERN WITH THE PPP, THE GUIDELINES OR THE AGREEMENTS SHALL BE MADE IN WRITING TO THE PPP COMMITTEE c/o Bob D'Eith Chair bob@musicbc.org. DECISIONS OF THE PPP ARE FINAL AND ARE NOT SUBJECT TO REVIEW OR APPEAL.

APPLICATION FORM

SELECTION OF INITIAL ARTISTS

Application Procedure:

Deadline: must apply online as set out in the online application form by 5 pm April 30, 2010.

Applications must include:

1. Fully completed application form;
2. Biography on artist (max 300 words);
3. Photo of artist (Hi-Res JPEG);
4. Up to two original master sound recordings (MP3);
5. One live performance video YouTube url link (actual performance required, no lip syncing);
6. Essay from artist as to why the program will benefit the artist's career (100 - 300 words);
7. Review and agree to sign Peak Performance Project contract.

THIS PROGRAM IS DESIGNED TO AID BC BASED ARTISTS ONLY

INCOMPLETE OR LATE APPLICATIONS WILL BE REJECTED

Top 20 assessment process:

Music BC will appoint two (2) juries of up to three (3) jurors who are music industry professionals from diverse backgrounds to assess the applications in groupings of 50 artists. Juries shall be approved in advance by Music BC and the PPP Committee. The initial applications shall be juried online through a dedicated online system developed with DMDS. The final 50 artists shall be presented to the PPP Committee for determination of the Top 20 artists 2010.

Jurors will be asked to assess the applications on the following criteria:

Musicianship
Vocal performance
Songwriting ability
Live performance
Benefit to artist page
Suitability for Peak FM AAA radio format

Artist selection shall be announced on Monday May 31, 2010.

All participating artists shall be given a one year artist or band membership to Music BC at no

cost to the Artist.

Successful applicants will be required to sign an agreement to participate in the PPP and related license waivers.