

APPLICATION AND CREDIT AGREEMENT**Applicant Information**

Name			
Address			Phone
City	State	Zip	Contact/Title
President		V.P. Finance	
Corporation	Partnership	Proprietorship	
Social Security or Tax ID No. if Corporation			
Date Established		Years at This Address	
Estimated Amount of First Contract			Flight Dates
Have you ever declared bankruptcy in the past?			Yes No
If you answered yes, please indicate date of filing			
Name of party responsible for payment:			

Advertiser Information

Name			
Address			Phone
City	State	Zip	Contact/Title
Corporation	Partnership	Proprietorship	

Advertising Media References

Company	Address	Contact	Phone
1)			
2)			
3)			

Bank Reference

Name	Address	Contact	Phone
Account Number			

Your signature authorizes E! Entertainment Television Networks("E! and Style.") to conduct a credit search concerning any information listed above. Your signature constitutes your acceptance and agreement to the following terms: Applicant is acting herein as advertiser or agent for advertiser. Notwithstanding any other provisions of the contract, the agency and advertiser are jointly and severally liable to E! Entertainment Television Networks for payments due hereunder, and E! Entertainment Television Networks may hold either liable therefore. Payment to applicant does not constitute payment to E! Entertainment Television Networks. In the event of default hereunder, advertiser, agency and/or media buying service agree to pay E! Entertainment Television Networks reasonable collection costs, costs of suit and reasonable attorney's fees incurred in enforcing this agreement. If payment is not made according to agreed payment terms, any agency discount previously given will be disallowed, and the full gross amount will be due and payable as well as late fee penalty equal to 18% per annum added to any unpaid invoices. The terms and conditions on this page and any attachments hereto are an integral part of this agreement unless specified in writing by and signed by an authorized party of E! Entertainment Television Networks.

Authorized signature	
Title	Date

For Internal Use Only	Account Executive:
References Checked By	Date
Approved By	Date
Note special terms or other considerations on the reverse	