

<Guideline for Use of Website's Contents>

The banners and contents of **The Korea Tourism Organization's** (KTO) international website, visitkorea, are available for use, free of charge, to any organization that is promoting Korean tourism to foreigners. For user convenience we have provided certain guidelines to be followed when using the website's contents or creating links to the website. Please adhere to the following terms and conditions.

■ How to Use the Website's Contents

○ Creating Links and Banners

-Links and banners are available for download at anytime free of charge.

Simply click on the 'Banners' link at the bottom of any one of our international websites to see a list of our best banners and follow the instructions for their use.

○ Using Contents

① The Korea Tourism Organization encourages the use of the contents on our international KTO websites (with the exception of certain materials) to any institution or organization that will use the material to promote Korea tourism to foreigners. The material is available free of charge.

② Institutions and organizations who may use our website's contents are listed below:

. Websites managed by public institutions (including government

institutions)

- . Websites managed by organizations in the tourism industry (domestic and international travel agencies, hotels, airlines, etc.) that will use the information to attract foreign tourists
- . Global portals and tourism related websites, etc.
- . Institutions that contribute to various areas of Korea tourism promotions

③ Terms and Conditions

- . Before pasting the URL, you must clearly indicate the Korea Tourism Organization as the source of the contents.
- . We prohibit any modifying or editing of our contents without prior permission.
- . All information published by the Korea Tourism Organization will only be valid during the time period indicated in the user consent request application. The Korea Tourism Organization will not take any responsibility for any information that has passed its validity time period.

- ④ Before using any of the KTO contents, please follow the guidelines. Please submit any related documents and consult with our administrator.

<Documents to be Submitted>

- . Content Request Form- attached
- ※ Please send to the appropriate site administrator

■ Copyright (cases of exemption)

- Copyright of all the contents on the KTO websites belongs to the Korea Tourism Organization, unless otherwise stated.
- Use of contents published on any of the KTO websites without permission and misappropriate use of our contents are strictly prohibited. Any copyright infringement will result in the perpetrator having to pay reparations to the KTO.
- The Korea Tourism Organization will not take any responsibility for any direct or indirect damages caused by the use of our contents by another user.

<Introduction of KTO's International Website>

- Website Address : www.visitkorea.or.kr
(selected as the world's number one tourism office website on Alexa.com)
- Available Languages : site available in 9 different languages
(English-International, English-Asian, Simplified Chinese, Traditional Chinese, Japanese, French, German, Spanish, Russian)
- No. of Members : 1,249,228 members (as of January 2009)
- Annual No. of Visitors : 14,634,881 (2008)
- Main Contents : Information related to Korea tourism for the general public and for organizations
(Accommodation, shopping, food, cultural tourism, Hallyu,

reservation services, etc.)

<Attachment 1- Content Request Application Form Official Document
양식>

The Korea Tourism Organization

I agree with and will comply with all of the guidelines provided by the Korea Tourism Organization for using the contents on any of their VisitKorea international websites. I have filled out the application form below, and stated how I intend to use the VisitKorea content.

= Below =

1. Application

- Business Name :
- Type of Business :
- Main purpose of Business :
- Corporate Address :
- Homepage URL :
- Telephone/Fax :
- E-mail :
- Department Name :
- Representative's Name and Contact Details:

2. Intent for VisitKorea Content Use

- Which VisitKorea website contains the desired contents? :

English-International, English-Asian, Chinese (Simplified, Traditional),
Japanese, French, German, Spanish, Russian

*mark desired language

- The purpose for which the contents will be used (please specify)
- How the contents will be used (please specify)
- Length of period for which the contents will be used :
- Location of the contents you wish to use (please specify menu
subcategory)

Date: Year Month Day

Company Name :

Representative : (Signature)