

## **NON-COMPETITION AGREEMENT**

THIS AGREEMENT, made this \_\_\_\_\_ day of \_\_\_\_\_, 2022, by and between **TRIGNITION MEDIA, LLC**, a Connecticut limited liability company ("Trignition or "Buyer") and **RADIO CUMBRE BROADCASTING, INC.**, Connecticut corporation ("Cumbre or "Seller") Buyers and Sellers are hereinafter collectively referred to as the "Parties" or singly as "Party").

### **W I T N E S S E T H:**

WHEREAS, Buyers, pursuant to an Asset Purchase Agreement entered into between Buyers and Sellers (the "APA"), having this date purchased substantially all of the assets of radio broadcast station WCUM (AM), Bridgeport, Connecticut, 1450 AM (FCC Facility ID Number 54553) and W277DP, 103.3 FM, (Facility ID 200726 (hereinafter the "Station") from Seller, desire that Seller, Sellers' Principal, Pablo Colon, III ("Colon") be prohibited from owning any interest in or participating in the operation of any commercial radio broadcasting station, and/or any business or entity of any nature competing with potential advertising clients of Buyers, located within the Territory for a period of two (2) years;

NOW, THEREFORE, in consideration of the mutual covenants herein contained, the Parties agree as follows:

1. Territory. The territory (the "Territory") shall be that area within 60 miles of the city of Bridgeport, Connecticut; provided, however, that the scope of the Territory shall in no event extend beyond the service contours of the Stations being assigned (2.0 MV/m for AM and 1.0 MV/m for FM).

2. Term. The term of this Agreement shall be for a period of two (2) years from its date ("Term").

3. Noncompetition Covenant.

(a) As a material inducement to Buyers to purchase all of the assets of the radio broadcast stations, Seller and Colon covenant and agree that during the Term neither will, directly or indirectly, engage in the following conduct within the Territory:

(1) Participate in any activity involved in the ownership or operation (except for on-air "voiceover work") of any radio station, or other business or entity that would compete for potential advertising clients of Buyers; and

(2) Take any action that interferes with or is not in the best interests of the business (including prospects for) of Buyers.

(b) As used herein, participate means lending money or one's name to, acting as a consultant or advisor to, providing credit for, guaranteeing the debt of or providing material assistance to, being employed by or acquiring any direct or indirect interest in any business or enterprise, whether as a stockholder, partner, venturer, lender, officer, director, employee (except for on-air "voiceover work") or otherwise in any other capacity as principal or agent or through any other person or entity acting as nominee or agent, or by any other means.

4. Additional Covenant. In addition during the Term, Sellers and/or Colon will not directly or indirectly (whether as partner or venturer, stockholder, or in any other capacity as principal or agent or through any person, corporation, partnership, entity or employee

acting as nominee or agent), employ any person who was an employee of Sellers during the twelve (12) month period prior to the Closing Date; and

5. Consideration. As consideration for Sellers and Sellers' Principal entering into this Agreement, TWENTY FOUR THOUSAND (\$24,000) DOLLARS of the Purchase Price shall be paid by Buys for the Stations to Colon at the rate of \$1,000.00 per month for 24 months commencing 30 days after closing for their covenants herein contained.

6. Confidential Information. Without the prior written consent of Buyers, Sellers will not at any time, during or after the Term, furnish or make accessible to any person, firm, corporation or other business entity all or any part of any trade secret, technical data, confidential or secret know-how or other information concerning the confidential business practices, methods, processes, equipment or other confidential or secret aspects of the business of Buyers, including specifically that which relates to any of Buyers' Stations, or of any subsidiary or affiliate of Buyers.

7. Entire Agreement. This Agreement constitutes the entire agreement between the Parties concerning the subject matter hereof, and there are no terms other than those contained herein. No modification to this Agreement shall be deemed valid unless in writing and signed by the Party against whom enforcement is sought. No discharge (by means other than performance) of a Party's obligations hereunder shall be deemed valid unless in the form of a writing signed by the Party who is alleged to have discharged the other. No waiver by a Party of any breach by the other Party of any provision or condition of this Agreement shall be deemed a waiver of any other breach.

8. Notices. All notices, demands and requests, required or permitted to be given under the provisions of this Agreement shall be in writing and deemed duly given on the

next business day after being deposited with a nationally recognized overnight delivery service for delivery on the next business day or upon personal delivery or three (3) business days after being sent by certified mail, postage prepaid, or when received by facsimile, provided an additional copy is sent by one of the other methods set forth herein addressed as follows:

- (a) If to Buyers:  
Trignition Media, LLC  
786 West Queen Street  
Southington, Connecticut 06489  
Attn: David Webster, President  
DWebster@vsimedia.com
  
- (b) If to Sellers or Colon:  
Radio Cumbre Broadcasting, Inc.  
240 Fairfield Avenue, Suite 2A  
Bridgeport, CT 06605  
Attn: Migdalia Colon  
migdalia424@yahoo.com

or any such other addresses as the Parties may from time to time supply in writing.

9. Successors and Assigns. This Agreement shall be binding upon, and shall inure to the benefit of, the Parties hereto and their respective successors, heirs and assigns, and the Parties hereto may assign their rights and obligations hereunder to another Party or Parties without the approval of the other Party. The covenants, conditions and provisions hereof are and shall be for the exclusive benefit of the Parties hereto and their permitted assigns, and nothing herein, express or implied, is intended or shall be construed to confer upon or give any person or entity other than the Parties hereto or their permitted assigns any rights, remedy or claim, legal or equitable, under or by reason of this Agreement.

10. Governing Law. This Agreement shall be construed and enforced in accordance with the laws of the State of Connecticut

11. Counterparts. This Agreement may be executed in counterparts and each shall be considered an original thereof.

12. Enforceability. To the extent that any part of this Agreement may be invalid, illegal or unenforceable, it is intended that the remaining parts insofar as possible and reasonable shall be effective and enforceable.

13. Acknowledgment by Sellers. Sellers, as evidenced by the execution of this Agreement, hereby expressly acknowledge that the Term, the Territory, and the noncompetition covenant contained in this Agreement are reasonable and reasonably needed for the protection of Buyers.

14. Injunctive Relief. The covenants and obligations of Sellers contained in this Agreement relate to matters which are of a special, unique and extraordinary character and a violation of any of the terms of this Agreement and specifically Section 3 by Seller will cause irreparable injury to Buyers, the amount of which will be impossible to estimate or determine and which cannot be adequately compensated. Therefore, Buyers will be entitled, in addition to any other remedies that may be available, to an injunction, restraining order or other equitable relief from any court of competent jurisdiction, restraining any violation or threatened violation of any of such terms by Sellers and such other persons as the court orders. The Buyers acknowledge that judicial action, rather than arbitration, is appropriate with respect to the enforcement of the provisions of this Agreement and specifically Section 3. The expenses of any such injunctive proceeding shall be borne by the non-prevailing Party to the proceeding, including, but not limited to, attorneys' fees.

(SIGNATURE PAGE TO FOLLOW)



SIGNATURE PAGE TO NON-COMPETITION AGREEMENT

IN WITNESS WHEREOF, the Parties have hereunto set their hands as of the date  
and year first above written.

**SELLER:**

RADIO CUMBRE BROADCASTING, INC.

**BUYERS:**

TRIGNITION MEDIA, LLC

BY: \_\_\_\_\_  
Migdalia Colon  
AS ITS OFFICER

BY: \_\_\_\_\_  
David Webster  
AS ITS PRESIDENT

PABLO COLON, III

BY: \_\_\_\_\_  
Pablo Colon, III

: