Permit

The Environment Agency of Iceland has received a request from Virtual Active dated 30th of July 2014 regarding a permit to film at Dettifoss, Lake Mývatn and Landmannalaugar on the period 9th-13th of July 2014.

The East side of Dettifoss is a protected monument. Landmannalaugar are a part of Fjallabak Nature Reserve and Lake Mývatn is protected by special Acts. A permit from the Environment Agency of Iceland is needed for filming in these areas, if it involves construction work or disturbance to geological formation, vegetation or wild animal life.

Description of the project: The purpose of the filming is to produce videos for people to use while exercising. The filming takes place on hiking paths in the areas and should only take few hours. The cameraman hikes/runs after the paths holding the camera. Thereof is no need to leave the path. The film crew consist of 4 people. The filming will take place July 9th at Dettifoss, July 10th at lake Myvatn, and at Landmannalaugar July 13th.

After looking at the description of the project, the outcome is that no special permission is needed from the Environment Agency of Iceland to film at these locations. Nonetheless we would like the film crew to be in contact with the park rangers in the areas when you arrive to let them know about your presence in the area and where inside the areas you would like to film.

Sincerely

[Signature]
Bórdís V. Bragadóttir
Advisor

[Signature]
Davíð Órvar Hansson
Advisor