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Script



They Laughed At Me Chorus :60

Advertiser: Direct Alternatives
Product: Final Trim - Radio
Date: 05-15-2012
Spot: A41-012 They Laughed At Me Chorus
Version: 5 - Production Approved

1 WOMAN 1: They laughed at me when I said I would lose 50 pounds in
2 time for my son's wedding...

3 MAN 1: ...They laughed when I said I had lost weight taking 2 capsules
4 once a day...

5 WOMAN 2: ...Laughed - when I told them I had lost 30 pounds with
6 Final Trim...

7

8 WOMAN 1 ...but when I walked down the aisle in a size 6...

9 MAN 1: ...When I showed up for poker night 45 pounds lighter...

10 WOMAN 2: ...When they finally saw me...

11

12 WOMAN 1: ...They were blown away.

13 MAN 1: ...They weren't laughing.

14 WOMAN 2: ...They wanted my secret.

15

16 WOMAN 1: ...All thanks to Final Trim.

17 MAN 1: ...Final Trim.

18 WOMAN 2: ...Final Trim.

19

20 ANNC F: If you need to lose weight, call now to try Final Trim
21 absolutely risk-FREE. 1-800-XXX-XXXX.

22

23 Final Trim is an amazing PROVEN breakthrough in weight loss. Take
24 two capsules just once a day and it can help you lose weight in days.
25 Each capsule contains 100% natural ingredients making it one of the
26 healthiest ways to lose weight. Call now for your full-size 30 day risk-
27 FREE trial. 1-800-XXX-XXXX. If lines are busy, please try again. 1-800-
28 XXX-XXXX. 1-800-XXX-XXXX.

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Introducing Jill Moore :60

Advertiser: Direct Alternatives
Product: Final Trim - Radio
Date: 06-12-2012
Spot: A41-014 Introducing Jill Moore
Version: 3 - Production Approved

1 JILL: I got tired of being fat. Being overweight really limited my life
2 because I didn't have any self confidence. I've since lost of all the
3 extra pounds and inches with Final Trim.

4

5 Hi, I'm Jill Moore with Final Trim. If you need to lose 30 pounds or
6 more, I'm inviting you to participate in our nationwide risk-free trial.
7 Call now. 1-800-XXX-XXXX.

8

9 Final Trim is an amazing PROVEN breakthrough in weight loss: take 2
10 capsules ONCE-daily and it can help you lose weight in days. It's also
11 one of the healthiest ways to lose weight, because each capsule
12 contains natural ingredients. So you'll be able to lose the max amount
13 of weight, allowing you to shed pounds in days ... with just 2 capsules
14 once a day! Be among the first to call for your risk-free trial.

15

16 If you would like to lose 30 pounds or more by taking just TWO all-
17 natural capsules a day, call now to participate in our nationwide risk-
18 free trial. 1-800-XXX-XXXX. 1-800-XXX-XXXX. That's 1-800-XXX-
19 XXXX.

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Too Much Product Voice Test :60

Advertiser: Direct Alternatives
Product: Final Trim - Radio
Date: 05-15-2012
Spot: A41-013 Too Much Product Voice Test
Version: 2 - Production Approved

1 FVO: May I have your attention please. If you're trying to lose weight,
2 we need your help. We're FinalTrim and we have TOO MUCH product
3 and too few participants in our nationwide risk-free trial. If you need to
4 lose thirty pounds or more and would like to participate, call now. 1-
5 800-XXX-XXXX.

6
7 FinalTrim is an amazing PROVEN breakthrough in weight loss: a ONCE-
8 daily capsule that can help you lose weight in days. It's also one of the
9 healthiest ways to lose weight, because each capsule contains natural
10 ingredients. So you'll be able to lose the max amount of weight,
11 allowing you to shed pounds in days... with just ONE capsule a day! Be
12 among the first to call for your risk-free trial.

13
14 Again, we have too many risk-free trials and too few participants. If
15 you would like to lose 30 pounds or more by taking just ONE all-
16 natural capsule a day, call now to participate in this nationwide risk-
17 free trial. 1-800-XXX-XXXX. 1-800-XXX-XXXX. That number again is 1-
18 800-XXX-XXXX.

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Men's Supplement :60

Advertiser: Direct Alternatives
Product: Final Trim For Men - Radio
Date: 12-13-2013
Spot: A7H-004 Men's Supplement
Version: 1 - Production Approved

1 ANNC: This warning is for men who need to lose weight. DO NOT I
2 repeat, do not use a women's weight loss product!
3
4 Many of them can cause muscle loss, and if you need to lose weight,
5 the last thing you want to lose is your hard earned muscle!
6
7 Fortunately, now there's an incredibly powerful weight loss supplement
8 called Final Trim for Men. To prove it works, they're giving guys who
9 call now a full size supply absolutely risk-free.
10
11 Grab your phone. 1-800-XXX-XXXX.
12
13 Final Trim is proven and can cause dramatic weight loss without killing
14 your muscle. Take two capsules just once a day and you can
15 experience maximum weight loss - pounds in days. It's healthy and
16 safe, but if your weight loss with Final Trim is too dramatic, please
17 decrease use and only take one capsule a day.
18
19 To get a full size supply of Final Trim for Men, absolutely risk-free, call
20 now. 1-800-XXX-XXXX. Phone lines will be open for the next five
21 minutes. 1-800-XXX-XXXX.

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Too Much Product New Claims :60

Advertiser: Direct Alternatives
Product: Final Trim - Radio
Date: 04-16-2013
Spot: A41-024 Too Much Product New Claims
Version: 1 - Production Approved

1 FVO: May I have your attention please. If you're trying to lose weight,
2 we need your help. We're FinalTrim and we have TOO MUCH product
3 and too few participants in our nationwide risk-free trial. If you need to
4 lose thirty pounds or more and would like to participate, call now. 1-
5 800-XXX-XXXX.

6
7 FinalTrim is a breakthrough in weight loss. Take two capsules just once
8 a day and you can experience maximum weight loss - allowing you to
9 shed pounds in days. It uses natural ingredients, making it healthy and
10 safe. If your weight loss with Final Trim is too dramatic, please
11 decrease use and only take one capsule a day. Be among the first to
12 call for your risk-free trial.

13
14 Again, we have too many risk-free trials and too few participants. If
15 you would like to lose 30 pounds or more by taking all-natural Final
16 Trim just once a day, call now to participate in this nationwide risk-free
17 trial. 1-800-XXX-XXXX. 1-800-XXX-XXXX. That number again is 1-800-
18 XXX-XXXX.

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Script



Pound for Pound Challenge
:60

Advertiser: Direct Alternatives
Product: Final Trim - Radio
Date: 09-17-2013
Spot: A41-028 Pound for Pound Challenge
Version: 3 - Production Approved

1 FIGHT BELL DINGS - MUSIC UP

2

3 ANNC: Are you ready to go toe to toe with your body fat? Do you want
4 to watch pounds and inches disappear?

5

6 Because right now, we're giving out an incredibly powerful weight loss
7 supplement, risk-free, to every participant in today's Pound for Pound
8 challenge.

9

10 To participate, you absolutely must call now. 1-800-XXX-XXXX.

11

12 This product is proven and can cause dramatic weight loss so supplies
13 are limited. It's called Final Trim. Take two capsules just once a day
14 and you can experience maximum weight loss - pounds in days. It
15 uses natural ingredients, making it healthy and safe. If your weight
16 loss with Final Trim is too dramatic, please decrease use and only take
17 one capsule a day.

18

19 For your participation in today's Pound for Pound challenge, you will be
20 given a full size supply of Final Trim to use absolutely risk-free.

21

22 WINNING BELL RINGS

23

24 Participation is only guaranteed today and space is limited. If you want
25 to participate, and lose serious weight, you must call now. 1-800-XXX-
26 XXXX. That's 1-800-XXX-XXXX.

27

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The Gift :60

Advertiser: Direct Alternatives
Product: Final Trim - Radio
Date: 02-15-2012
Spot: A41-009 The Gift
Version: 3 - Production Approved

1 FVO: The following message is not a radio commercial. It's a gift to
2 anyone listening today who needs to lose weight. Right now, the
3 makers of Final Trim are releasing risk-FREE trials of their proven
4 weightloss breakthrough so you can lose weight risk-FREE. If you need
5 to lose thirty pounds or more, call now. 1-800-XXX-XXXX.

6
7 FinalTrim is an amazing PROVEN breakthrough in weight loss: a ONCE
8 daily solution that can help you lose weight in days. It's also one of the
9 healthiest ways to lose weight, because each capsule contains 100%
10 natural ingredients. So you'll be able to lose the max amount of
11 weight, allowing you to shed pounds in days... and it's easy, just use
12 it ONCE a day! Be among the first to call for your risk-free trial.

13
14 Supplies of this generous gift are limited, so please, only call if you
15 need to lose 30 pounds or more. Call now for your risk-free trial. 1-
16 800-XXX-XXXX. Hurry, supplies are limited. 1-800-XXX-XXXX. That's
17 1-800-XXX-XXXX.

18
19
20