

**Exhibit C**



## TRANSCRIPT

**DATE:** MARCH 17, 2003  
**TIME:** 7:54 AM  
**STATION:** WHO-AM  
**LOCATION:** DES MOINES  
**PRODUCT:** SMOKE AWAY  
**LENGTH:** :60  
**CODE:** 0303-06732Dp

**TITLE:** STEVE WALKER: SOME INTERESTING THINGS

STEVE WALKER: Hi folks, this is Steve Walker for Radio Tradio. You know, smoking does some really interesting things for you. Gives you bad breath, yellow teeth. Oh, that's attractive. Smoking makes it hard to meet people who don't smoke. This is for you young single folks out there. Why not quit? Just flat out quit smoking. Here's the folks who can help you do it. Smoke Away. The Smoke Away system guarantees you'll quit smoking in one week. Just think: within seven days, you won't be having to carry around those Camels anymore. Smoke Away is doctor approved. Doesn't have any side effects, like insomnia, tension, or weight gain. Smoke Away contains some strong homeopathic medicine to curb your cravings and crush your habit. Over 100,000 people have used the Smoke Away system to kick the habit. They can't be wrong. Don't be a slave to the cigarettes anymore. The first ten callers receive a special 50% discount. Here's what you do: call Smoke Away at 1-800-230-6792, that's 1-800-230-6792. Smoke Away. Kick those nasty cigarettes forever. 1-800-230-6792. 1-800-230-6792.

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