

110 Cheshire Lane
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Minneapolis, MN 55305

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Script



National AF Plus Event Grabber
:60

Advertiser: Direct Alternatives
Product: Acai Fresh - Radio
Date: 04-16-2013
Spot: 827-073 National AF Plus Event Grabber
Version: 2 - Production Approved

1 FVO: Do you want to lose 10 pounds? How about thirty, or even fifty
2 pounds? Because right now, you can start losing as much weight as
3 you want absolutely risk-FREE.
4
5 Hi! I'm Stacey Howard, with AF Plus. When we created this once daily
6 weight loss capsule, we had no idea it would work THIS well. And THAT
7 calls for a celebration.
8
9 That's why we're giving out risk-FREE trials to anyone who calls today
10 as part of our National AF Plus Event. Just call 1-800-XXX-XXXX.
11
12 AF Plus is a proven breakthrough in weight loss! You'll safely boost
13 your metabolic heart rate, allowing you to shed pounds in days!
14 Because it's so potent, please take no more than one capsule a day.
15
16 We're so confident you'll lose weight, that as part of the National AF
17 Plus event, you'll get a full size supply of AF Plus to use absolutely risk-
18 free!
19
20 Get yours now and start losing weight before this special event ends!
21 Call 1-800-XXX-XXXX. That toll-free number again: 1-800-XXX-XXXX.

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Did You Know Stacey Howard
:60

Advertiser: Direct Alternatives
Product: Acai Fresh - Radio
Date: 06-12-2012
Spot: 827-061 Did You Know Stacey Howard
Version: 4 - Production Approved

1 STACEY: Did you know that if you're a woman and you're overweight,
2 you're less likely to be successful in life than your thinner peers? So
3 you have two options, either wait for the world to change, or lose the
4 extra pounds.

5
6 Hi, I'm Stacey Howard with AF Plus. I've lost a ton of weight with AF
7 Plus, and now you can too. I want you to participate in our nation wide
8 risk-free trial. Call now. 1-800-XXX-XXXX.

9
10 AF Plus is an amazing PROVEN breakthrough in weight loss: a ONCE-
11 daily capsule that can help you lose weight in days. It's also one of the
12 healthiest ways to lose weight, because each capsule contains natural
13 ingredients -- including green tea extract. You'll boost your metabolic
14 heart rate, allowing you to shed pounds in days... with just ONE
15 capsule a day!

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

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Want to Cry :60

Advertiser: Direct Alternatives
Product: Acai Fresh - Radio
Date: 07-18-2012
Spot: 827-063 Want to Cry
Version: 3 - Production Approved

1 EMOTIONAL MUSIC UNDER FIRST LINE

2

3 ANNC: Have you ever looked at your body and wanted to cry?

4

5 UPLIFTING MUSIC UP

6

7 If so, now you can join the tens of thousands of people that have lost
8 countless pounds, inches and dress sizes with AF Plus. If you need to
9 lose thirty pounds or more and would like to participate in a nationwide
10 risk-free trial of AF Plus, call now. 1-800-XXX-XXXX.

11

12 AF Plus is an amazing PROVEN breakthrough in weight loss: a ONCE-
13 daily capsule that can help you lose weight in days. It's also one of the
14 healthiest ways to lose weight, because each capsule contains natural
15 ingredients -- including green tea extract. You'll boost your metabolic
16 heart rate, allowing you to shed pounds in days... with just ONE
17 capsule a day! Be among the first to call for your risk-free trial.

18

19 If you would like to lose 30 pounds or more by taking just ONE all-
20 natural capsule a day, call now to participate in this nationwide risk-
21 free trial. 1-800-XXX-XXXX. Hurry, this trial ends soon. 1-800-XXX-
22 XXXX.

23

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Whistle
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Advertiser: Direct Alternatives
Product: Acai Fresh - Radio
Date: 05-14-2013
Spot: 827-074 Whistle
Version: 3 - Production Approved

1 *WHISTLE - [FINGERS IN MOUTH TYPE]*

2

3 ANNC: Want to lose weight? Listen up. Because an incredibly effective
4 weight loss supplement is being given out to 100 callers right now.
5 Because it's so potent, please take no more than one capsule a day.

6

7 Be one of the first 100 callers to get a risk-free trial. 1-800-XXX-XXXX.

8

9 Supplies are limited because this product is proven and can cause
10 dramatic weight loss. It's called AF Plus. Take one capsule just once a
11 day as directed and you can experience maximum weight loss - pounds
12 in days. It's all-natural, safe and healthy, but if your weight loss with
13 AF Plus is too dramatic, please decrease use and only take it every
14 other day.

15

16 Only 100 callers are guaranteed to get a risk-free trial. Call 1-800-
17 XXX-XXXX.

18

19 Mayo Clinic research proves that carrying fat in your midsection raises
20 your risk of heart disease, stroke, high blood pressure, even cancer. If
21 you need to lose weight, you absolutely must call now. 1-800-XXX-
22 XXXX. 1-800-XXX-XXXX.

23

24

25

26

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Script



A-N AF Plus
:60

Advertiser: Direct Alternatives
Product: Acai Fresh - Radio
Date: 02-14-2012
Spot: 827-057 A-N AF Plus
Version: 3 - Production Approved

1 ANNC: Please stay tuned to the following public announcement:
2
3 According to the Surgeon General, the obesity health crisis is affecting
4 "every state, every city, and every community" across the nation. In
5 an effort to aid the public in its fight against obesity, risk-free trials of
6 AF Plus are now being distributed. To sign up for the risk-free trial, call
7 now. 1-800-XXX-XXXX.
8
9 All listeners whose last name begins with the letter A through N are
10 allowed to start calling now. Listeners whose last name begins with O
11 through Z can begin calling tomorrow, 9 AM.
12
13 Repeat, this is a public announcement. To fight the obesity epidemic,
14 AF Plus is being distributed risk-free to the public on a strict first-come,
15 first-served basis.
16
17 All listeners whose last name begins with the letter A through N are
18 allowed to start calling now. Listeners whose last name begins with O
19 through Z can begin calling tomorrow, 9 AM.
20
21 Call for your risk-free trial of AF Plus. 1-800-XXX-XXXX. 1-800-XXX-
22 XXXX.

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