FEDERAL TRADE COMMISSION

INDEX

VIDEOTAPE: PAGE:
Abtronic Fitness System 3
FEDERAL TRADE COMMISSION

In the Matter of:  
AbTronic Electronic Fitness System  Matter No. 0223145
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The following transcript was produced from a live tape provided to For The Record, Inc. on February 8, 2002.

April 30, 2001
ON SCREEN: The following is a paid commercial for the ABTronic Fitness System, brought to you by ABTronic.

MALE ANNOUNCER: -- commercial for the ABTronic Fitness System, brought to you by ABTronic.

(Music playing.)

MALE ANNOUNCER: What would you do to flatten your stomach once and for all?

ON SCREEN: Large Red X on screen

MALE ANNOUNCER: Tired of all those ab products that force you onto the floor and hurt your back, yet show no results. We've got amazing news for you.

JAIME: Oh, wow.

RICK: Oh, wow. Oh, my.

BETH: It feels like it's really working my abs. It really does. And I don't have to strain.

MALE ANNOUNCER: Introducing the revolutionary ABTronic Fitness System. In the next half hour, you'll see how this new technology does all the work for you. You'll just sit and relax and watch your abs tighten, your love handles disappear and your thighs and buns firm up with no sweat. You'll see how the ABTronic System gives you the results of 600 sit-ups in just 10 minutes
without any effort. It's like our engineers shrunk half a gym of bulky expensive exercise equipment into a little electronic miracle the size of a pack of matches. Get ready to discover the secret of professional trainers, champion bodybuilders and astronauts with the ABTronic Fitness System.

**ON SCREEN: ABTronic**

**The Future of Fitness**

**ON SCREEN: Julie Shipley Todd Jensen**

**TODD JENSEN:** Hello, my name is Todd Jensen and this is the beautiful Julie Shipley who placed third in the Fitness America Nationals the past two years running. And this is the ABTronic Fitness System. You just place it around your stomach, turn it on and get ready for the greatest set of abs that you're ever going to see with no sweat.

**JULIE SHIPLEY:** And you can feel it working immediately.

**TODD JENSEN:** I mean, wow, look at that. I can see her stomach muscles contracting. That looks pretty cool.

**JULIE SHIPLEY:** It feels pretty cool, too. It's like doing the equivalent of 600 sit-ups in 10 minutes.

**TODD JENSEN:** Whoo, that's a lot of sit-ups.
It's the most advanced electronic workout that you can get. You stay passive and the ABTronic does all the work for you.

ON SCREEN: Steve McKiernan
Internet Co., President

STEVEN McKIERNAN: While wearing the ABTronic, you know what's happening. You can feel the contractions, you can feel the energy, you can feel the intensity going on in your abdominal muscles. It's crystal clear that there's something healthy going on in your body when you're wearing the ABTronic.

ON SCREEN: Sandra Lopez
Certified Fitness Trainer

SANDRA LOPEZ: When I looked at the ABTronic System I thought, gosh, is this going to give me a good workout. And then, as soon as I tried it, it was awesome. It was just -- it gave me a great workout. I saw muscles that I never knew I even had and I just love it. It's great.

ON SCREEN: Jennifer Knisley
Real Estate Specialist

JENNIFER KNISLEY: When I first put the ABTronic belt on, I was really surprised to be able to see my muscles actually moving and contracting. It was a neat sensation because I knew my muscles were really
working. When I first took it off, I was also surprised because my muscles were tired, which let me know that, indeed, they had worked.

TODD JENSEN: It's absolutely great for people who want to lose inches and weight around the midsection. In a matter of days, you're going to see how ABTronic firms and tightens your muscles and makes your stomach flatter.

ON SCREEN: Anita Vaccaro

Hotel Beverage Dept.

Lost 3 inches Before & After photos

ANITA VACCARO: After three weeks of using the ABTronic System, I noticed fantastic results. I have lost three inches in my waist and two inches in my hip area and I was just very happy with it.

ON SCREEN: Lisa Lundy

Real Estate Sales

Lost 5 inches Before & After photos

Results vary based on use and muscle response

LISA LUNDY: I got into a car accident about three months ago and was unable to go work out at the gym. Since then, I have found the ABTronic System. I've used the ABTronic System now for about two and a half months. I've lost five inches on my waist and another three inches on my hips.
JULIE SHIPLEY: ABTronic is really safe and easy to use. You apply a little ABTronic gel on the back, wrap the belt around your stomach and turn it on. Wow, you can feel your muscles contract.

TODD JENSEN: You see, the ABTronic has a built-in microchip that gives you not one, not two, but six different electronic workout modes --

**ON SCREEN:** 6 different programs

10 levels of intensity

TODD JENSEN: -- from short staccato muscle contractions to long deep contractions, to random mixtures of shorts and longs, whatever fits your needs.

JULIE SHIPLEY: You increase the intensity by pushing this button or you decrease it by pushing this one. There are 10 levels of intensity, from a mild massage to an intense workout, and they couldn't have made it any simpler.

TODD JENSEN: And it automatically turns off after 10 minutes, so you don't need to look at the clock while ABTronic is working you out. Now, notice, I said it's working you out. It does all the work.

**ON SCREEN:** Leah Martinez

Makeup Artist

LEAH MARTINEZ: When I used the ABTronic System, I felt like I didn't have to do anything at all.
It did all the work for me and I feel like all my muscles are working all at the same time. It just felt so good.

JULIE SHIPLEY: And there's no need to buy expensive exercise equipment or drive to the gym every day.

TODD JENSEN: You can go about your normal business while ABTronic slims, trims and firms your upper abs, your lower abs and/or your love handles with no sweat.

ON SCREEN: Dawn Hathaway
VP, Executive Staffing Firm

DAWN HATHAWAY: I'm always in a hurry for time and I think another favorite thing of mine with the ABTronic System is that I could cut my workout short. I was accustomed to doing my cardio workout and then taking the extra time to do the abdominal machine or doing some crunches, and the pleasure of this product is that the ABTronic System did that work for me, so I could actually go about, you know, doing my other daily duties or leaving the gym or whatever I needed to be doing and it would be working for me instead of me having to take that time to work out.

ON SCREEN: Animation of ABTronic machine working on muscle

TODD JENSEN: ABTronic works by little
electronic impulses that send a signal through the skin
to the motor point of the muscle, triggering the muscle
to contract. So, there's no more guessing at how to do a
proper crunch. ABTronic does it for you the correct way
every time.

ON SCREEN: Alice Melesio-Incle

Certified Fitness Trainer

ALICE MELESIO-INCLE: As a personal trainer, I

  teach my clients to be able to contract their muscles --
  the abdominal muscles and do crunches properly, but when
  they go home, they don't remember how to be able to do
  the proper contraction to make the exercise work for
  them.

  What I found with the ABTronic System is that
  it's a no-brainer.

ON SCREEN: It does the work for you

Results vary based on use and muscle response

ALICE MELESIO-INCLE: You -- all you do is put

  on the belt and you don't have to think contracting your
  abdominals. It does it all for you.

  JULIE SHIPLEY: ABTronic will tone and firm
  those muscles around your stomach in no time. Soon, you
  will have results you only dream about.

  TODD JENSEN: You are going to have abs that
  you won't believe.
JULIE SHIPLEY: And, ladies, listen to this. ABTronic can even get rid of that cellulite and flabbiness around your thighs and you can also use it on your chest.

TODD JENSEN: Dr. Julio Garcia has been a practicing cosmetic plastic surgeon in Las Vegas for 13 years and is highly respected among his peers. In fact, it was Dr. Garcia who was asked to sew boxer Evander Holyfield's ear back on after Mike Tyson had it for dinner in their title fight.

Dr. Garcia knows how important it is for people to feel and look their best.

ON SCREEN: Dr. Julio Garcia

Board Certified Plastic Surgeon

DR. JULIO GARCIA: Many people can go on a very strict diet regimen and lose a lot of body fat, yet the muscle tone underneath shows no definitions. We've all gone to the beach, seen young women and men with those six-pack type of washboard abs. They're really very sexy and people really want those.

Well, you can lose all the weight in the world that you want, but unless you have good muscle tone underneath, you're not going to have a washboard abdomen.

ON SCREEN: Animation of ABTronic machine working on muscle
DR. JULIO GARCIA: So, with systems like the ABTronic where we can stimulate these muscles and you do both things, both the system of losing some weight, losing those inches, and then firming and toning the muscles underneath, that muscle definition will, therefore, show through much better and give you a better cosmetic improvement.

JULIE SHIPLEY: You only need to use the ABTronic Fitness System for 10 minutes two to three times a day to put yourself in bathing suit shape. Remember, 10 minutes with the ABTronic and you're doing 600 sit-ups.

ON SCREEN: 10 minutes = 600 situps

JULIE SHIPLEY: Obviously, the more you use it, the better and quicker the result.

Todd, when was the last time you did 600 sit-ups? Never?

TODD JENSEN: You know, Julie, the abs are my toughest area to keep fit and I hate getting on the ground doing sit-ups or using those rolling ab machines. But with the ABTronic Fitness System, no sweat. I can use it sitting in front of the television, walking the dog, at work, shopping, traveling, anywhere anytime.

JULIE SHIPLEY: And no one will know you're wearing it.
ON SCREEN:  Jennifer Knisley
Real Estate Specialist
JENNIFER KNISLEY:  I mainly use the ABTronic System at home. And what I liked best is in the morning, I could change my baby's diapers, I could fix breakfast for both of my children, throw in a load of laundry, unload the dishwasher, all my typical morning mundane chores, and at the same time, my ab muscles were working and getting a very good workout and I didn't have to find the time to actually lay down and do sit-ups or anything of that nature.

ON SCREEN:  Dawn Hathaway
VP, Executive Staffing Firm
DAWN HATHAWAY:  I think my favorite thing about the ABTronic System is that it was so portable and easy to use.

ON SCREEN:  Portable
Easy to use
DAWN HATHAWAY:  I'm on the go a lot, I travel quite a bit, and it's easily put into a suitcase or put into a handbag so that I didn't feel I was missing out on a workout if I had to be away from home or away from the gym.

TODD JENSEN:  It doesn't matter whether you're tall or short, big or small --
ON SCREEN: Do not use during pregnancy or with a pacemaker, cardiac condition, epilepsy, multiple sclerosis

TODD JENSEN: -- here's your opportunity to put your workout on auto pilot and get those abs strong, firm and toned with no sweat with the ABTronic Fitness System.

ON SCREEN: This is a paid presentation for the ABTronic Fitness System

TODD JENSEN: And here's how to order.

MALE ANNOUNCER: No time to work out? Fed up with all those exercise videos that become repetitive?

ON SCREEN: Large Red X on screen

MALE ANNOUNCER: Tired of all those ab products that force you onto the floor?

Now, here's the easiest way to get your body in the shape you want it. The future of fitness is finally here. Introducing the amazing ABTronic Fitness System. Get ready to firm, tone and tighten your upper abs, lower abs and love handles with no sweat. ABTronic is the electronic dream machine that will show you immediate improvement without strenuous time-consuming workouts. You'll develop that six-pack you've always wanted in the easiest way imaginable.

ABTronic is very safe and simple to use. You control the 10 intensity levels and you have a choice of
six different exercise programs to choose from. Then, amazingly, watch as your ab muscles contract as if you're doing a sit-up. That's right. Your muscles are moving but you are not. ABTronic will work you out while watching television, shopping, working, walking, any place you want, any time you want. Ten minutes on the ABTronic is the equivalent of 600 sit-ups. That's why we guarantee you'll lose two inches off your midsection in less than a month or your money back. You can also target your arms, chest, buns or thighs. And because there are no wires or pads, you can even wear ABTronic under your clothes and no one will know it's there but you.

ON SCREEN: Not available in stores
The future of fitness with no sweat
1-800-210-5588

MALE ANNOUNCER: ABTronic is not available in stores. This special TV offer is the only place you can get it. So, pick up the phone and call the number on your screen.

ON SCREEN: $600 (crossed out with red x)
The future of fitness with no sweat
1-800-210-5588

MALE ANNOUNCER: Other electronic machines sell for as much as $600. But ABTronic is available to you
right now for five payments of $29.95.

ON SCREEN:  5 payments $29.95
(plus S+H)

The future of fitness with no sweat
1-800-210-5588

MALE ANNOUNCER:  But hold on, for a limited
time, you can purchase ABTronic for only four easy
payments of $29.95.

ON SCREEN:  4 payments $29.95
(plus S+H)

The future of fitness with no sweat
1-800-210-5588

MALE ANNOUNCER:  That's one full payment off
the normal price.

ON SCREEN:
- Instruction manual
- Weight-Loss plan
- 2nd battery
- Slim Down Firming Gel

The future of fitness with no sweat
1-800-210-5588

MALE ANNOUNCER:  And that's not all. You'll
also get an easy to read instruction manual, the
exclusive ABTronic Advanced Weight Loss booklet, a spare
battery and a special ABTronic slim down firming gel to
give you maximum results quickly.

ON SCREEN: Value $40 FREE

The future of fitness with no sweat

1-800-210-5588

MALE ANNOUNCER: These extras are valued at $40, but they're yours free with the purchase of the ABTronic Fitness System.

ON SCREEN: Value $20 FREE

The future of fitness with no sweat

1-800-210-5588

MALE ANNOUNCER: But wait, if you call within the next 29 minutes, we'll also send you this handsome traveling bag, valued at $20 --

ON SCREEN: Ideal for travel

The future of fitness with no sweat

1-800-210-5588

MALE ANNOUNCER: -- so you can carry your ABTronic Fitness System anywhere you want.

ON SCREEN: Buns Thighs Arms

The future of fitness with no sweat

1-800-210-5588

MALE ANNOUNCER: And there's more, for a limited time, you'll also receive a second shorter belt perfect for placing around your thighs or arms.
ON SCREEN: 2nd Belt FREE
The future of fitness with no sweat
1-800-210-5588

MALE ANNOUNCER: Normally, this would be sold separately, but it's yours free with the purchase today of the ABTronic Fitness System.

ON SCREEN: 30 day money back GUARANTEE
The future of fitness with no sweat
1-800-210-5588

MALE ANNOUNCER: And you also get an unconditional 30-day money back guarantee. If you're not satisfied, just return it for a refund of the purchase price --

ON SCREEN: FREE just for trying the ABTronic
The future of fitness with no sweat
1-800-210-5588

MALE ANNOUNCER: -- and keep the firming gel and weight loss booklet on us for free.

ON SCREEN: 4 payments $29.95
(plus S+H)

The future of fitness with no sweat
1-800-210-5588

MALE ANNOUNCER: So, call the number on your screen and get ready to tighten your abs like you've never seen them before. Professional athletes,
astronauts and physical therapists have used it. Now
it's your turn. Put your workout on auto pilot, the
amazing ABTronic Fitness System. Call now.

TODD JENSEN: Exercise using electronic impulse
has been scientifically tested for years, mostly by
astronauts, sports doctors and pro athletes. But until
now you had to attach wires to the muscles on the body
part you wanted to work and things could get pretty
tangled up.

JULIE SHIPLEY: With the ABTronic Fitness
System, you can't get any easier. This is wireless.
It's all self-contained in one compact portable unit. I
just put a little ABTronic gel on the back of the belt,
attach it around my stomach and press the button. Whoa.
You can feel it working and you're not even sweating.

ON SCREEN: Dawn Hathaway

VP, Executive Staffing Firm

DAWN HATHAWAY: The first time I put the
ABTronic System on I expected maybe a slight little
vibration or a little bit of something going on there.
When I actually tried it, I was amazed at how powerful it
was. I could really feel it working and how deep it was
going into my abs.

TODD JENSEN: They say big things come in small
packages and that can certainly be said with the ABTronic
Fitness System. Don't let its size fool you. In the world of electronics and computer chips, small is better and more valuable.

Because of its quality engineering, this little miracle is comparable to a gym full of exercise equipment. There's nothing like it. You have to experience it for yourself.

JULIE SHIPLEY: You can set it for short staccato contractions or longer deeper muscle contractions. Remember, it has six different workout programs and ten intensity levels.

TODD JENSEN: I like the short, quick contraction that duplicates a sit-up. You stay with this for 10 minutes and it's comparable to doing 600 sit-ups at a time. And you do that enough times, and you're going to have that six-pack of abs sooner than you think.

ON SCREEN: K.T. Roberge Homemaker

Results based on use and muscle response

K.T. ROBERGE: When I first started using the ABTronic System, I was skeptical at first, thinking it's just too easy, strapping it on, nothing to plug in, and it just contracts your muscles. But for three weeks, I have used it now and I've lost two inches in my waist.
ON SCREEN:  Sandie Heitman

Medical Practice Manager

SANDIE HEITMAN:  I have purchased other abdominal equipment on the television before, and when I've got them home and tried them, it's not as easy as they say it is. It hurts your back and it's quite painful. So, when I ordered the ABTronic System, I find that it's more comfortable and it actually does what they say, and it tones your muscles.

TODD JENSEN:  Bodybuilders and professional athletes use random programs so their muscles won't become resistant to repetitive exercise. In fact, we asked champion bodybuilder, Idrise Ward-El, to test the ABTronic Fitness System in preparation for competition.

ON SCREEN:  Idrise Ward-El

Professional Bodybuilder

IDRISE WARD-EL:  When I first used the ABTronic System, it looked small and I didn't have any idea what it would feel like. When I did use it, I had a very strong contraction, a lot stronger than doing sit-ups. Even after 100 sit-ups, you don't get the kind of contraction you get here, because normally, when doing sit-ups you get tired first. Then it starts to work.

Doing the first ABTronic Systems, the first
contraction feels like you've done already 100, 150 sit-ups. Most people do sit-ups incorrectly. They do crunches incorrectly. And some people are physically unable to do crunches or sit-ups. So, the ABTronic System will help all those individuals. They don't have to worry about whether or not they're holding behind their neck, they're messing with their spinal cord, and those who physically can't do them don't have to worry about that as well.

**ON SCREEN:** Comparison of the Effects of Electrical Stimulation & Exercise on Abdominal Musculature

(Univ. of Maryland)

Reprint of Journal Ortho. Sports Phys. Ther, (one line illegible)

Confidential

JULIE SHIPLEY: Seven doctors from the University of Maryland did a four-week study on abdominal strength of 31 healthy volunteers.

**ON SCREEN:** Bar graph

Electronic Stimulation plus Exercise

47%

TODD JENSEN: That study shows that exercise combined with electronic muscle stimulation increased the subject's strength by 47 percent.
TODD JENSEN: Electronic stimulation, by itself, with no additional exercise, increased abdominal muscle strength by 41 percent. Exercise alone only accounted for a 6 percent increase.

JULIE SHIPLEY: Their conclusion was that electronic stimulation was much better than exercise alone. That proves that you get better results by use of the ABTronic Fitness System whether you use it as a supplement to your normal workout or just by itself.

DR. JULIO GARCIA: Well, as a physician, what we all know is if we all want to maintain our muscle mass in order to stay healthy, especially in advanced age, the more muscle mass you have, the healthier you're going to be and that's something we all are concerned about, especially men and women as we get older.

Now, the nice thing about the ABTronic System is you don't have to go to a gymnasium where you have to do weight lifting exercises, where we may have some other medical problems that would prevent you from doing that, whether it's high blood pressure or bad joints. The
ABTronic causes a firm contraction of the muscle stimulating that muscle whether you want to or not, it's going to contract, we're going to get that muscle tone and maintain that muscle mass so you maintain that and you're healthier and look better for the rest of your life.

ON SCREEN: Idrise Ward-El

Professional Bodybuilder

IDRISE WARD-EL: Using the ABTronic System is a lot safer than using any -- any other ab or crunch mechanism. Most abdominal systems, as far as when you roll out with the roller or you do crunches or you do sit-ups, they all compromise the spinal cord. Sometimes they compromise the shoulder girdle. And the ABTronic System has nothing to do with compromising any part of your physical body.

ON SCREEN: Dana Washington

Event Planner

Results vary based on use and muscle response

DANA WASHINGTON: Usually when I go to the gym, I do stomach exercises on the floor, and when I'm on the floor, it's always hurting my lower back or just -- it's uncomfortable. And when I'm using the ABTronic Fitness System, I can be in any position I want to be in.

ON SCREEN: ABTronic vs. Ab Machine Comparison
TODD JENSEN: We also did our own comparison, asking two physically fit people to go on an ab machine in a gym four weeks apart, and we did not put them on any specific diet and we did not ask them to eliminate their normal fitness routines.

ON SCREEN: 100 pounds 140 pounds
+ 40 lbs.

TODD JENSEN: Alice increased the amount of weights she could lift by 40 pounds --

ON SCREEN: 80 pounds 130 pounds
+ 50 lbs.

TODD JENSEN: -- and Jennifer improved by 50 pounds in about one month's time.

JULIE SHIPLEY: We wanted to see what people just like you thought of the ABTronic Fitness System. So we took our cameras to the top of the Las Vegas strip, into the Tower Shops at the Stratosphere Hotel and Casino, and asked for volunteers. Watch what happened.

ON SCREEN: Jaime

Las Vegas


ON SCREEN: Beth

Las Vegas

BETH: Look what it's doing. This is kind of
cool. I want to get one of these.

ON SCREEN: Matt
New York
MATT: It feels like little hands punching my abdomen. But it -- it's -- I can feel it tightening up in here and in here.

ON SCREEN: Rick
Los Angeles
RICK: It's tightening -- tightening my abs. So -- and I'm not doing anything.

ON SCREEN: Carmen
New York
CARMEN: Basically, I feel the same tension I feel in my abdominal muscles by doing the same sit-ups I do without the effort.

ON SCREEN: Roxanne
Las Vegas
ROXANNE: You could definitely sit at home and watch TV and do this and not break a sweat.

ON SCREEN: Rick
Los Angeles
RICK: This is perfect for me, somebody who doesn't want to work out and get it the easy way.

ON SCREEN: Aquila
Bronx, NY
AQUILA: I'm a teacher in New York and I can grab this while I'm working and the kids will never know.

ON SCREEN: Carmen

New York

CARMEN: I got some friends with some beer bellies, they never want to exercise, this is the trick for them.

ON SCREEN: Carlos

Plano, TX

This is a paid presentation for the ABTronic Fitness System

CARLOS: Abs are probably one of my frustrations because I -- you do enough sit-ups, but you just don't get the results and then you just stop. This is pretty amazing.

MALE ANNOUNCER: No time to work out? Fed up with all those exercise videos that become repetitive?

ON SCREEN: Large Red X on screen

MALE ANNOUNCER: Tired of all those ab products that force you onto the floor?

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You can also target your arms, chest, buns or thighs. And because there are no wires or pads, you can even wear ABTronic under your clothes and no one will know it's there but you.

ON SCREEN: Not available in stores

The future of fitness with no sweat

1-800-210-5588

MALE ANNOUNCER: ABTronic is not available in stores. This special TV offer is the only place you can get it. So, pick up the phone and call the number on
your screen.

ON SCREEN:  $600 (crossed out with red x)

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MALE ANNOUNCER: Other electronic machines sell

for as much as $600. But ABTronic is available to you right now for five payments of $29.95.

ON SCREEN:  5 payments $29.95

(plus S+H)

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MALE ANNOUNCER: But hold on, for a limited

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The future of fitness with no sweat

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MALE ANNOUNCER: That's one full payment off

the normal price.

ON SCREEN:

- Instruction manual
- Weight-Loss plan
- 2nd battery
- Slim Down Firming Gel
MALE ANNOUNCER: And that's not all. You'll also get an easy to read instruction manual, the exclusive ABTronic Advanced Weight Loss booklet, a spare battery and a special ABTronic slim down firming gel to give you maximum results quickly.

ON SCREEN: Value $40 FREE

MALE ANNOUNCER: These extras are valued at $40, but they're yours free with the purchase of the ABTronic Fitness System.

ON SCREEN: Value $20 FREE

MALE ANNOUNCER: But wait, if you call within the next 29 minutes, we'll also send you this handsome traveling bag, valued at $20 --

ON SCREEN: Ideal for travel

MALE ANNOUNCER: -- so you can carry your ABTronic Fitness System anywhere you want.

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The future of fitness with no sweat

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MALE ANNOUNCER: -- and keep the firming gel and weight loss booklet on us for free.

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(plus S+H)
The future of fitness with no sweat

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MALE ANNOUNCER: So, call the number on your screen and get ready to tighten your abs like you've never seen them before. Professional athletes, astronauts and physical therapists have used it. Now it's your turn. Put your workout on auto pilot, the amazing ABTronic Fitness System. Call now.

JULIE SHIPLEY: Many people blame their shapeless waistline on excessive weight.

TODD JENSEN: When the real culprit is a lack of muscle tone.

JULIE SHIPLEY: Poor muscle tone allows the waistline to bulge outwards and droop down into the pelvic girdle.

TODD JENSEN: But with regular use of the ABTronic Fitness System, you can pull that body back into shape with no sweat.

JULIE SHIPLEY: And firm up flabbiness and tighten up unsightly bulges.

ON SCREEN: Alice Roussos
Interior Designer

Lost 2 inches Before & After photos

ALICE ROUSSOS: What I noticed most after using the ABTronic System was a clearer definition in the
muscle tone. The muscles show much better, and after
only three weeks, I've lost two inches already.

ON SCREEN: John Trad
Sales Manager
Results vary based on use and muscle response

JOHN TRAD: Well, I've been using the ABTronic
System for three weeks. I've lost three inches in my
waist. I feel great. I don't have love handles like I
did before and I enjoy it.

ON SCREEN: Dr. Ann Lewis
Oral Surgeon
Before & After photos

DR. ANN LEWIS: After using the ABTronic System
for about two months, I noticed that my abdominals were
more cut. They have more definition, which is what I was
looking for.

ON SCREEN: Charles Magruder
Stock Broker
Lost 3 inches Before & After photos

CHARLES MAGRUDER: I concentrated the ABTronic
System on my stomach and after about two and a half
months, I noticed about a three-inch reduction in my
waistline. It was very noticeable.

ON SCREEN: Kathy Horn
Tanning Salon Owner
KATHY HORN: After using the ABTronic System, I've lost three inches on my waist in the matter of two weeks and my abdominals look so much better. I can wear lower pants, which I usually have a problem wearing pants like that after having a child, and it's worked wonders.

ON SCREEN: Animation

#1 Karate Chop
#2 Tap Massage
#3 General Exercise
#4 Crunch Craze
#5 Iron Man
#6 Fat Blaster Cellulite

TODD JENSEN: ABTronic gives you a choice of six different training modes, the karate chop mode, the tap massage mode or what I like to call the woodpecker mode, the general exercise mode, the crunch craze program, the advanced iron man program, and the fat blaster cellulite mode.

The karate chop and woodpecker modes are the best for ab work because of the steady contractions, comparable to doing 600 sit-ups in 10 minutes. But remember, the ABTronic is doing all the work for you.
SANDRA LOPEZ: When using the ABTronic System, I preferred the karate chop and the iron man. I usually like to put them on an intermediate to high level because it -- you really feel it -- I really feel it working that way. It just -- it feels like a deep tissue massage or something. It just like really gets deep into the muscle and it's great, I love it. It works.

JULIE SHIPLEY: The random modes give you an overall workout. You never know what's coming. These are used by sports trainers, fitness competitors, martial artists and pro athletes. I also use the cellulite buster on the back of my legs. It's a low intensity mode that's continuously on and it works wonders.

ON SCREEN: Marilyn Jones
Stuntwoman

MARILYN JONES: Besides using it on my abs, I've also put it on my thighs and the ABTronic System is fantastic for the thighs. It really gives you a fantastic workout, better than anything. In fact, it's better than squats and leg lifts.

TODD JENSEN: Whether you prefer a lighter massaging motion, a quick impulsive powerful workout or the advanced iron man program that gives you a more extensive workout, we promise that you'll find a level on the ABTronic Fitness System that will work any and all of
your problem areas, and with absolutely no sweat. That's
guaranteed.

You've just got to try it to see what we're so
excited about.

**ON SCREEN:** Jay Horn

**Police Officer**

JAY HORN: I've had a bad problem with this --
love handles on the side. Everybody has them, I think.
And using the ABTronic System has really taken off inches
off my sides, and even my wife has seen it and noticed
it, and I like that.

**ON SCREEN:** Dawn Hathaway

**VP, Executive Staffing Firm**

DAWN HATHAWAY: I've done crunches after
workout both on the floor and with abdominal machines and
neither one is very comfortable, to be frank.

**ON SCREEN:** comfortable

saves time

DAWN HATHAWAY: The ABTronic System was a
pleasure in that you could have the belt on and not be
lying on the ground and people aren't looking at you and
stepping over you and it, besides saving time, just was a
real pleasure to use.

JULIE SHIPLEY: And remember, you can wear
ABTronic walking, at work, traveling, shopping, watching
television, surfing the Internet, anywhere, any time.

TODD JENSEN: No one will even know you're wearing it. It fits right under your clothes.

ON SCREEN: Samantha Kolari
Human Resources Recruiter

use while:
- cooking
- cleaning
- laundry
- computer
- traveling

SAMANTHA KOLARI: I've used the ABTronic System at home while I was cooking, cleaning, doing laundry. I've used it while I'm working on my computer. I've used it, also, on the airplane. It's a very small unit so I don't -- it's not as noticeable and it makes it very convenient for me to use it everywhere I go.

ON SCREEN: Sandra Lopez
Certified Fitness Trainer

SANDRA LOPEZ: The ABTronic System is very practical. I can't see myself putting an Ab Roller or something in my purse, whereas the ABTronic System I can put in my purse. I can cook, I can clean, I can read with it on and it -- I can just do so many things at once and still get a great workout, and I will definitely
recommend it to my friends. There's no doubt about it.

ON SCREEN: Dr. Julio Garcia

Board Certified Plastic Surgeon

DR. JULIO GARCIA: The thing about the system is it's applicable for men, women, young and old and it gives them that sleek appearance, not that muscle kind of gymnasium type, you know, bulky appearance that people are trying to avoid, but a healthy yet toned appearance. The ABTronic really has achieved that.

TODD JENSEN: Well, our time with you nice people is almost up. We've shown you the test results, the demonstrations. One thing we can't do is pick up the phone and make that call. So, order the ABTronic Fitness System that does all the work for you and gets you those toned, tight and firm abs in no time. ABTronic is not available in stores, so there are only a few minutes left for you to order one from this special TV offer.

JULIE SHIPLEY: Now is the time to put the ABTronic Fitness System into your life.

ON SCREEN: Do not use during pregnancy or with a pacemaker, cardiac condition, epilepsy, multiple sclerosis

TODD JENSEN: How can you beat it? A great workout with no hassle, no driving, no injuries and no sweat.
ON SCREEN: This is a paid presentation for the

ABTronic Fitness System

TODD JENSEN: Here's your last chance to order and thank you for joining us.

ON SCREEN: 1-800-210-5588

MALE ANNOUNCER: No time to work out? Fed up with all those exercise videos that become repetitive?

ON SCREEN: Large Red X on screen

MALE ANNOUNCER: Tired of all those ab products that force you onto the floor?

Now, here's the easiest way to get your body in the shape you want it. The future of fitness is finally here. Introducing the amazing ABTronic Fitness System. Get ready to firm, tone and tighten your upper abs, lower abs and love handles with no sweat. ABTronic is the electronic dream machine that will show you immediate improvement without strenuous time-consuming workouts. You'll develop that six-pack you've always wanted in the easiest way imaginable.

ABTronic is very safe and simple to use. You control the 10 intensity levels and you have a choice of six different exercise programs to choose from. Then, amazingly, watch as your ab muscles contract as if you're doing a sit-up. That's right. Your muscles are moving but you are not. ABTronic will work you out while
watching television, shopping, working, walking, any
place you want, any time you want. Ten minutes on the
ABTronic is the equivalent of 600 sit-ups. That's why we
guarantee you'll lose two inches off your midsection in
less than a month or your money back.

You can also target your arms, chest, buns or
thighs. And because there are no wires or pads, you can
even wear ABTronic under your clothes and no one will
know it's there but you.

ON SCREEN: Not available in stores
The future of fitness with no sweat
1-800-210-5588

MALE ANNOUNCER: ABTronic is not available in
stores. This special TV offer is the only place you can
get it. So, pick up the phone and call the number on
your screen.

ON SCREEN: $600 (crossed out with red x)
The future of fitness with no sweat
1-800-210-5588

MALE ANNOUNCER: Other electronic machines sell
for as much as $600. But ABTronic is available to you
right now for five payments of $29.95.

ON SCREEN: 5 payments $29.95
(plus S+H)
The future of fitness with no sweat

For The Record, Inc.
Waldorf, Maryland
(301) 870-8025
MALE ANNOUNCER: But hold on, for a limited time, you can purchase ABTronic for only four easy payments of $29.95.

ON SCREEN: 4 payments $29.95 (plus S+H)

The future of fitness with no sweat

1-800-210-5588

MALE ANNOUNCER: That's one full payment off the normal price.

ON SCREEN:
- Instruction manual
- Weight-Loss plan
- 2nd battery
- Slim Down Firming Gel

The future of fitness with no sweat

1-800-210-5588

MALE ANNOUNCER: And that's not all. You'll also get an easy to read instruction manual, the exclusive ABTronic Advanced Weight Loss booklet, a spare battery and a special ABTronic slim down firming gel to give you maximum results quickly.

ON SCREEN: Value $40 FREE

The future of fitness with no sweat

1-800-210-5588
MALE ANNOUNCER: These extras are valued at $40, but they're yours free with the purchase of the ABTronic Fitness System.

ON SCREEN: Value $20 FREE
The future of fitness with no sweat
1-800-210-5588

MALE ANNOUNCER: But wait, if you call within the next 29 minutes, we'll also send you this handsome traveling bag, valued at $20 --

ON SCREEN: Ideal for travel
The future of fitness with no sweat
1-800-210-5588

MALE ANNOUNCER: -- so you can carry your ABTronic Fitness System anywhere you want.

ON SCREEN: Buns Thighs Arms
The future of fitness with no sweat
1-800-210-5588

MALE ANNOUNCER: And there's more, for a limited time, you'll also receive a second shorter belt perfect for placing around your thighs or arms.

ON SCREEN: 2nd Belt FREE
The future of fitness with no sweat
1-800-210-5588

MALE ANNOUNCER: Normally, this would be sold separately, but it's yours free with the purchase today.
of the ABTronic Fitness System.

ON SCREEN: 30 day money back GUARANTEE

The future of fitness with no sweat

1-800-210-5588

MALE ANNOUNCER: And you also get an unconditional 30-day money back guarantee. If you're not satisfied, just return it for a refund of the purchase price --

ON SCREEN: FREE just for trying the ABTronic

The future of fitness with no sweat

1-800-210-5588

MALE ANNOUNCER: -- and keep the firming gel and weight loss booklet on us for free.

ON SCREEN: 4 payments $29.95

(plus S+H)

The future of fitness with no sweat

1-800-210-5588

MALE ANNOUNCER: So, call the number on your screen and get ready to tighten your abs like you've never seen them before. Professional athletes, astronauts and physical therapists have used it. Now it's your turn. Put your workout on auto pilot, the amazing ABTronic Fitness System. Call now.

ON SCREEN: 1-800-210-5588

DR. JULIO GARCIA: The ABTronic causes a firm

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Waldorf, Maryland
(301) 870-8025
contraction of the muscle stimulating that muscle whether you want to or not, it's going to contract, we're going to get that muscle tone and maintain that muscle mass so you maintain that and you're healthier and look better for the rest of your life.

ON SCREEN: The preceding was a paid commercial for the ABTronic Fitness System, brought to you by ABTronic.

MALE ANNOUNCER: The preceding was a paid commercial for the ABTronic Fitness System brought to you by ABTronic.

(The infomercial was concluded.)
CERTIFICATION OF TYPIST

MATTER NUMBER: 0223145
CASE TITLE: AbTronic Electronic Fitness System
TAPING DATE: APRIL 30, 2001
TRANSCRIPTION DATE: FEBRUARY 14, 2002

I HEREBY CERTIFY that the transcript contained herein is a full and accurate transcript of the tapes transcribed by me on the above cause before the FEDERAL TRADE COMMISSION to the best of my knowledge and belief.

DATED: FEBRUARY 14, 2002

ELIZABETH M. FARRELL

CERTIFICATION OF PROOFREADER

I HEREBY CERTIFY that I proofread the transcript for accuracy in spelling, hyphenation, punctuation and format.

KATHY J. DE MENT