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FEDERAL TRADE COMMISSION

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FEDERAL TRADE COMMISSION

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November 3, 2001

The following transcript was produced from a
live videotape provided to For The Record, Inc. on
December 19, 2001.

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P R O C E E D I N G S

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VIDEOTAPE - INFOMERCIAL

FAST ABS

ON SCREEN: UNITED FITNESS OF AMERICA

The following is a paid advertisement for the
Fast Abs System brought to you by United Fitness of
America, L.L.C.

MALE ANNOUNCER: The following is a paid
advertisement for Fast Abs, brought to you by United
Fitness of America.

MALE ANNOUNCER: Are you tired --

ON SCREEN: Tired?...

MALE ANNOUNCER: -- of the same old --

ON SCREEN: ...of ab workouts?...

MALE ANNOUNCER: -- ab workouts that --

ON SCREEN: ...without results!

MALE ANNOUNCER: -- don't give you the results
you want?

ON SCREEN: Want Rock Hard Abs?...

MALE ANNOUNCER: Do you want rock-hard abs
without sweating in a gym for hours?

ON SCREEN: Want Toned Muscles?...

MALE ANNOUNCER: Do you want to have toned
muscles all over your body without lifting heavy weights?

1 Well, now, you can.

2 **ON SCREEN: Fast Abs**

3 MALE ANNOUNCER: Introducing Fast Abs --

4 **ON SCREEN: The No-Sweat Workout!**

5 MALE ANNOUNCER: -- the no-sweat, full body

6 workout. It's the fast --

7 **ON SCREEN: Fast!**

8 MALE ANNOUNCER: -- fun --

9 **ON SCREEN: Fun!**

10 MALE ANNOUNCER: -- easy --

11 **ON SCREEN: Easy!**

12 MALE ANNOUNCER: -- way to get --

13 **ON SCREEN: Before and After photographs**

14 **Unique results, your results may vary.**

15 **Guaranteed! or Your Money Back!**

16 **Less S&H**

17 MALE ANNOUNCER: -- amazing results guaranteed.

18 People everywhere are sitting back and relaxing while

19 they --

20 **ON SCREEN: Firm Up!**

21 MALE ANNOUNCER: -- firm up --

22 **ON SCREEN: Slim Down!**

23 MALE ANNOUNCER: -- slim down and shed inches

24 quickly.

25 **ON SCREEN: Fast Abs**

1 10 Minutes = 600 Situps!

2 MALE ANNOUNCER: Just 10 minutes with Fast Abs
3 is like doing 600 sit-ups. And it's so small and
4 compact, you can use it anywhere, at home, your office,
5 in the car, doing laundry, even while watching TV.

6 **ON SCREEN: Wear under clothes...**

7 MALE ANNOUNCER: Plus, you can wear Fast Abs
8 discreetly under your clothes --

9 **ON SCREEN: ...and no one knows!**

10 MALE ANNOUNCER: -- and no one will even know.

11 UNIDENTIFIED FEMALE: My abs are getting a
12 workout and I'm just standing here talking.

13 UNIDENTIFIED MALE: It's much easier than
14 actually doing crunches and sit-ups.

15 MALE ANNOUNCER: Olympic athletes, fitness
16 experts and astronauts have known for years about this
17 amazing technology, and now, you, too, can benefit from
18 this breakthrough in muscle conditioning with Fast Abs --

19 **ON SCREEN: Fast Abs.**

20 MALE ANNOUNCER: -- the no-sweat --

21 **ON SCREEN: The No-Sweat Workout!**

22 MALE ANNOUNCER: -- total body workout.

23 Here with the story behind this breakthrough
24 technology is one of America's leading fitness pros,
25 Kathy Derry.

1 **ON SCREEN: Kathy Derry**

2 MALE ANNOUNCER: You've seen her on ESPN 2, on
3 some of the world's top-rated fitness shows, and she's
4 considered one of the most sought-after fitness and
5 sports models in America.

6 **ON SCREEN: Peter Virgile**

7 MALE ANNOUNCER: She's joined by top personal
8 trainer, Peter Virgile --

9 **ON SCREEN: Before and After photographs**

10 **Results achieved using reduced calorie eating**
11 **plan like Fast Abs Fast Action Food Plan**

12 MALE ANNOUNCER: -- who struggled with weight
13 his entire life, having once weighed over 320 pounds.
14 Peter has now found his solution to keeping a great body
15 with Fast Abs.

16 **ON SCREEN: Before and after photographs**

17 **Unique results, your results may vary**

18 MALE ANNOUNCER: Together, they share the
19 amazing results this revolutionary full-body workout
20 system has given people. So, stand by to discover your
21 answer to a beautiful toned body with --

22 **ON SCREEN: Fast Abs**

23 **The No-Sweat Workout**

24 MALE ANNOUNCER: -- Fast Abs, the no-sweat
25 workout.

1 KATHY DERRY: Hi, everyone, I'm Kathy Derry.

2 PETER VIRGILE: And I'm Peter Virgile.

3 KATHY DERRY: And today, we're introducing you
4 to Fast Abs, the no-sweat workout. It's so amazing.

5 **ON SCREEN: Kathy Derry**

6 **Fitness Professional**

7 KATHY DERRY: It's going to change the way you
8 look and feel without the drudgery of workouts and
9 expensive health club memberships.

10 **ON SCREEN: Peter Virgile**

11 **Fitness Trainer**

12 PETER VIRGILE: This isn't something new, risky
13 and untested. This is actually a secret weapon that
14 fitness pros, star athletes, body builders and even
15 astronauts have been using for years.

16 KATHY DERRY: This is amazing technology. I
17 mean, I've worked out my whole life, and keeping a lean
18 waistline and most of all having those beautiful
19 washboard abs is a lot of work.

20 PETER VIRGILE: Um-hum. But it doesn't have to
21 be.

22 **ON SCREEN: (Photograph) Peter Last Year!...**

23 PETER VIRGILE: My weight has been a lifelong
24 battle. When I was younger, I weighed 320 pounds. And
25 since then, I've yo-yo'ed up and down so many times, I've

1 lost count.

2 **ON SCREEN: (Photograph) ...at over 220 lbs!**

3 PETER VIRGILE: I mean, just last year, I was
4 220 pounds.

5 KATHY DERRY: That is really amazing, Peter.
6 You look great.

7 PETER VIRGILE: Well, you know, I finally
8 decided that was it. I started eating sensibly, and
9 along the way, I started using Fast Abs, and it's been
10 a dream come true. To give you an idea, in just two
11 weeks using the Fast Abs Program, I lost 12 pounds and 2
12 inches --

13 **ON SCREEN: Before photograph**

14 **Peter Last Year!...**

15 PETER VIRGILE: -- off my waist and my abs have
16 gotten tight and lean.

17 **ON SCREEN: After photograph**

18 **...now at 185 lbs.!**

19 PETER VIRGILE: And, you know, I'm 41 years old
20 and I'm in the best shape I've ever been.

21 **ON SCREEN: Before and After photographs**

22 **Unique results, your results may vary**

23 PETER VIRGILE: I weigh 185 pounds and I feel
24 great.

25 KATHY DERRY: Peter, that is awesome. You look

1 amazing.

2 PETER VIRGILE: Well, thank you, Kathy. You
3 see, Fast Abs is so easy to use, and people who have
4 tried Fast Abs are amazed at the results that they feel
5 after using it for the very first time.

6 **ON SCREEN: First-time users**

7 UNIDENTIFIED FEMALE: My abs and my butt are my
8 biggest concern. Whoa. Wow. It feels like I'm doing
9 exercise without having to do anything. I mean, my abs
10 are getting a workout and I'm just standing here talking.
11 It's wonderful.

12 UNIDENTIFIED MALE: It's much easier than
13 actually doing crunches and sit-ups.

14 UNIDENTIFIED FEMALE: I like it. I could put
15 this on anytime.

16 UNIDENTIFIED MALE: What's cool is because I
17 can cover this up and say go to the store or something
18 and no one even knows. So, how cool is that?

19 UNIDENTIFIED FEMALE: It's kind of a tingly
20 sensation.

21 UNIDENTIFIED MALE: There's no strain on my
22 back.

23 UNIDENTIFIED FEMALE: It doesn't hurt. It
24 feels good.

25 UNIDENTIFIED MALE: I can be working my abs all

1 day then now.

2 **ON SCREEN: Christina**

3 **Administrative Coordinator**

4 CHRISTINA: Using Fast Abs was really easy to
5 learn how to do. All you do is put the belt on and push
6 a button and then you get your workout for 10 minutes.

7 **ON SCREEN: Heather**

8 **Film Archivist**

9 HEATHER: In the last 14 days, I've lost two
10 and a half inches --

11 **ON SCREEN: Before and After photographs**

12 **Unique results, your results may vary**

13 HEATHER: -- off my waist and two inches off my
14 hips.

15 **ON SCREEN: Lost 4 1/2 inches total!**

16 **14-Day Results!**

17 **ON SCREEN: Karen**

18 **Teacher**

19 KAREN: That's really exciting. I actually
20 have abs.

21 KATHY DERRY: People really can see great
22 results quickly and easily with Fast Abs. The secret is
23 EMS, electronic muscle stimulation.

24 **ON SCREEN: EMS**

25 **Electronic Muscle Stimulation**

1 KATHY DERRY: This tiny transformer sends out
2 safe, gentle impulses that trigger your motor nerves and
3 activate deep muscle contractions. Tests have proven
4 that this --

5 **ON SCREEN: UNIQUE Isometric Action!**

6 KATHY DERRY: -- unique isometric action can
7 be --

8 **ON SCREEN: 30% More Effective Than Normal**
9 **Exercise!**

10 KATHY DERRY: -- 30 percent more effective than
11 anything you can do on your own with ordinary exercise.

12 **ON SCREEN: 10 Minutes = 600 Situps!**

13 KATHY DERRY: In fact, just 10 minutes of Fast
14 Abs is like doing 600 sit-ups. Imagine that. 600 sit-
15 ups.

16 You'll feel the results but without the sweat,
17 the pain and the extra time it takes to go to the gym.
18 Just sit back and relax and let Fast Abs do the work for
19 you.

20 PETER VIRGILE: Kathy, let's talk about
21 effective. I've lost weight before, but I've never had
22 abs like this.

23 KATHY DERRY: Wow, Peter, they look great.
24 What I love about Fast Abs is that it's a no-sweat
25 workout and you can do it anywhere at any time, while

1 you're watching TV, cooking dinner, at the office, taking
2 the kids to school. In fact, I'm going to do a workout
3 right now.

4 You simply apply the Fast Abs Firming Gel to
5 the belt and put it around your waist.

6 PETER VIRGILE: Kathy, you can really see it
7 working.

8 **ON SCREEN: Total Body Workout!**

9 **Works:**

- 10 • **Upper Abs**
- 11 • **Lower Abs**
- 12 • **Obliques**

13 PETER VIRGILE: You can work your upper abs,
14 your lower abs, and your love handles.

15 KATHY DERRY: But why stop there?

16 **ON SCREEN: Total Body Workout!**

17 **Also Works:**

- 18 • **Buns & Thighs**
- 19 • **Calves**

20 **Plus:**

- 21 • **Upper Body**
- 22 • **Biceps & Triceps**

23 KATHY DERRY: You can also work your lower body
24 to tone your thighs and calves, and it's a terrific
25 workout for the upper body to help trim and define the

1 biceps and triceps. It really helps achieve that sleek,
2 sexy, defined look all over. And because it's such a
3 gentle massage-like feeling, you can use it to soothe
4 tired aching muscles after a tough day.

5 Let's go to a gym in Hollywood, California, a
6 true mecca for the physically fit where image is
7 everything, to ask body builders and top personal
8 trainers what they think of Fast Abs.

9 **ON SCREEN: Personal Fitness Trainers**

10 UNIDENTIFIED MALE: I like to do personal
11 training because I get to help people make positive
12 changes in their life.

13 UNIDENTIFIED MALE: When you can sort of
14 motivate somebody to do something that they're not --
15 that they normally wouldn't do unless they were pushed,
16 you know, it's such a beautiful thing.

17 UNIDENTIFIED FEMALE: You have to do a lot of
18 abdominal work to get great abs, and Fast Abs has really
19 made that easy that you can get that work in a far less
20 amount of time.

21 UNIDENTIFIED MALE: Put some gel on, velcro it
22 to you. It's as simple as that.

23 UNIDENTIFIED FEMALE: I think it feels amazing.
24 I mean, you can go anywhere from a light little push to a
25 really strong, deep, intense workout.

1 UNIDENTIFIED MALE: Just standing here, it
2 feels like I'm getting an incredible workout.

3 UNIDENTIFIED FEMALE: A lot of my clients want
4 to get the cuts and the definition, and this is amazing
5 if you want to do that.

6 UNIDENTIFIED MALE: I like the Fast Abs a lot
7 because you could throw it on in the car, reading a book,
8 doing whatever, it's very convenient.

9 UNIDENTIFIED MALE: It feels great.

10 UNIDENTIFIED MALE: You can be in your office,
11 you can be in your home.

12 UNIDENTIFIED FEMALE: It really, really helps
13 strengthen the muscle, tone the muscle, get rid of
14 cellulite.

15 UNIDENTIFIED MALE: It's an awesome product.

16 KATHY DERRY: Oh, hey, I was just doing an ab
17 workout. This is great. I can relax and condition my
18 abs at the same time.

19 **ON SCREEN: Check with your physician before**
20 **beginning this or any workout program.**

21 KATHY DERRY: Fast Abs is the fastest way I
22 know to get abdominal conditioning, and it takes just
23 minutes a day.

24 **ON SCREEN: Do not use during pregnancy, if you**
25 **use a pacemaker or if you have a cardiac or other medical**

1 **condition that would prevent you from using EMS**
2 **technology.**

3 KATHY DERRY: You'll be so comfortable, you
4 won't even remember you're working out.

5 And athletes and fitness experts aren't the
6 only ones talking about Fast Abs. Health professionals
7 are also seeing the benefits of this breakthrough
8 abdominal conditioning technology.

9 **ON SCREEN: Dr. Donald R. Furnival**
10 **Chiropractor**

11 DR. DONALD FURNIVAL: Well, I've been in
12 practice for 20 years and my specialty is natural health
13 care.

14 Muscles do one thing. Muscles contract.
15 That's all they do. And for a muscle to contract, it has
16 to have a stimulus.

17 There are several studies that have been done
18 that show that electrical muscle stimulation is more
19 effective and more efficient than regular working out or
20 going to the gym. When you go to the gym, you are
21 exercising everything, and that brings on fatigue. You
22 don't get that with Fast Abs.

23 And the reasons for that is that --

24 **ON SCREEN: EMS**
25 **Electronic Muscle Stimulation**

1 DR. DONALD FURNIVAL: -- electrical muscle
2 stimulation is applied to a very small isolated group of
3 muscles.

4 I would recommend Fast Abs because, first of
5 all, it empowers you, as an individual, to take charge of
6 your own health. Secondly, it is the safest possible way
7 that you can develop your musculoskeletal system.

8 KATHY DERRY: Fast Abs is awesome. It offers
9 an amazing technology that has been shown to be --

10 **ON SCREEN: Fast Abs**

11 **30% More Effective!**

12 KATHY DERRY: -- 30 percent more effective than
13 with ordinary exercise, and all without ever having to
14 break a sweat.

15 PETER VIRGILE: And Fast Abs delivers it with a
16 variety of programs designed specifically to fit your
17 level of fitness.

18 KATHY DERRY: And it's so simple to use.

19 **ON SCREEN: Tiny Transformer**

20 KATHY DERRY: This tiny, state-of-the-art
21 transformer has its own multi-function microprocessor
22 to --

23 **ON SCREEN: Delivers Custom Workout!**

24 KATHY DERRY: -- deliver a custom designed
25 workout that will fit your needs.

1 PETER VIRGILE: There are six workout routines
2 with Fast Abs.

3 KATHY DERRY: And each routine is designed to
4 work on different muscle groups to improve shape,
5 definition and muscle tone.

6 **ON SCREEN: 6 Fast Abs Routines**

7 KATHY DERRY: The six routines include
8 Supersonic --

9 **ON SCREEN: 1 Supersonic**

- 10 • **Fast-paced routine**
- 11 • **Improves muscle contraction**

12 KATHY DERRY: -- a fast-paced program designed
13 to improve muscle intensity and tension.

14 **ON SCREEN: 2 Fortifier**

- 15 • **Relaxed-paced routine**
- 16 • **Increases circulation**
- 17 • **Satisfying massage**

18 PETER VIRGILE: Fortifier, a relaxed pace to
19 help increase circulation with a satisfying massage.

20 **ON SCREEN: 3 Invigorator**

- 21 • **Warm-up & Cool-down routine**
- 22 • **Increase elasticity:**
 - 23 - **muscles**
 - 24 - **tendons**
 - 25 - **ligaments**

1 KATHY DERRY: Invigorator, a warm-up and cool-
2 down program to increase the elasticity of the muscles,
3 tendons and ligaments to help reduce injury.

4 **ON SCREEN: 4 Super Charger**

- 5 • **Medium-paced routine**
- 6 • **Build muscle fiber**
- 7 • **Speed muscle tone**

8 PETER VIRGILE: Super Charger, a medium
9 intensity workout to build muscle fiber and speed all
10 over muscle tone.

11 **ON SCREEN: 5 Accelerator**

- 12 • **Fast & intense routine**
- 13 • **Conditions muscles**

14 KATHY DERRY: Accelerator, a fast and intense
15 program that conditions muscles for speed and endurance.

16 **ON SCREEN: 6 Vitality**

- 17 • **Even-paced routine**
- 18 • **Tightens & Tones**

19 PETER VIRGILE: And Vitality, an even-paced
20 program great for dimpled skin and sagging muscles that
21 can help tighten and tone.

22 **ON SCREEN: 6 Fast Abs Routines**

23 KATHY DERRY: That's six different programs to
24 help give you fast results.

25 PETER VIRGILE: And that's just the beginning,

1 Kathy. Push this button.

2 KATHY DERRY: Wow.

3 PETER VIRGILE: You can manually adjust the
4 contractions through --

5 **ON SCREEN: 6 Routines each with 10 Levels of**
6 **Intensity**

7 PETER VIRGILE: -- ten progressive levels of
8 intensity. So, there's a setting right for you.

9 KATHY DERRY: So, it's really like having --

10 **ON SCREEN: 60 Workout Programs!**

11 KATHY DERRY: -- 60 workout programs to help
12 give you fast results. And to eliminate all the
13 guesswork, Fast Abs uses a specially designed shut-off --

14 **ON SCREEN: Auto Shut-Off After 10 Minutes!**

15 KATHY DERRY: -- that automatically turns the
16 unit off at the end of a 10-minute conditioning cycle.
17 All you have to do is sit back and relax and let Fast Abs
18 do the work.

19 **ON SCREEN: Individual results may vary**

20 CHRISTINA: I love the fact that you can use
21 Fast Abs just about anywhere.

22 KAREN: You can have it on underneath your
23 clothes and you can be shopping, cleaning, driving your
24 car. It's working for you while you're doing other
25 things and nobody has any idea that you're using it.

1 UNIDENTIFIED MALE: With Fast Abs, I've been
2 able to zap my love handles.

3 UNIDENTIFIED MALE: Hey, guys, can you argue
4 with this?

5 **ON SCREEN: Before and After photographs**
6 **Unique results, your results may vary**
7 **Lost 4 inches total!**

8 **14-Day Results!**

9 UNIDENTIFIED MALE: I lost an inch and a half
10 in my hips. I lost two and a half in my waist.

11 **ON SCREEN: Before and After photographs**
12 **Unique results, your results may vary**
13 **Lost 3 1/2 inches total!**

14 **14-Day Results!**

15 KAREN: In the last 14 days, I've lost three
16 and a half pounds and two and a half inches off my waist
17 and an inch off my hips.

18 CHRISTINA: I love Fast Abs because it is a no-
19 sweat workout. I know that I can put it on and I don't
20 have to break a sweat.

21 KATHY DERRY: Okay, everyone, you've been
22 listening to people tell you how amazing Fast Abs, the
23 no-sweat workout can be. Well, now it's time to start a
24 program that will work for you no matter what your
25 fitness level.

1 PETER VIRGILE: You can use it almost anywhere.
2 Go to the store, go to the pool, go to work and let the
3 electronic massaging unit do the work for you.

4 KATHY DERRY: Plus, Fast Abs will let you try
5 the product for 30 days.

6 **ON SCREEN: Before and After photographs**
7 **Unique results, your results may vary**
8 **Guaranteed! or Your Money Back!**
9 **Less S&H**

10 KATHY DERRY: Get the results we're talking
11 about or you don't pay. That's because your Fast Abs
12 comes back with our 30-day fast results money-back
13 guarantee.

14 **ON SCREEN: 30-Day Risk Free**
15 **Money Back Guarantee**
16 **Fast Abs**
17 **The No Sweat Workout**

18 KATHY DERRY: If, for any reason, you're not
19 completely satisfied with your new leaner, tighter shape,
20 simply return it for a complete refund of the purchase
21 price, no questions asked.

22 **ON SCREEN: The program you are watching is a**
23 **paid advertisement for the Fast Abs System**

24 KATHY DERRY: Stay tuned to find out how you
25 can have Fast Abs for the lowest price ever offered

1 anywhere. Don't go away.

2 MALE ANNOUNCER: Are you tired --

3 **ON SCREEN: Tired?...**

4 MALE ANNOUNCER: -- of the same old --

5 **ON SCREEN: ...of ab workouts?...**

6 MALE ANNOUNCER: -- ab workouts that don't give
7 you the results --

8 **ON SCREEN: ...without results!**

9 MALE ANNOUNCER: -- you want?

10 **ON SCREEN: Want Rock Hard Abs?...**

11 MALE ANNOUNCER: Do you want rock-hard abs
12 without sweating in a gym for hours?

13 **ON SCREEN: Want Toned Muscles?...**

14 MALE ANNOUNCER: Do you want to have toned
15 muscles all over your body without lifting heavy weights?

16 Well, now, you can.

17 **ON SCREEN: Fast Abs**

18 MALE ANNOUNCER: Introducing Fast Abs --

19 **ON SCREEN: The No-Sweat Workout!**

20 MALE ANNOUNCER: -- the no-sweat, full body
21 workout. It's the fast --

22 **ON SCREEN: Fast!**

23 MALE ANNOUNCER: -- fun --

24 **ON SCREEN; Fun!**

25 MALE ANNOUNCER: -- easy --

1 **ON SCREEN: Easy!**

2 MALE ANNOUNCER: -- way to get --

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7 MALE ANNOUNCER: -- amazing results guaranteed.

8 People everywhere are sitting back and relaxing while

9 they --

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11 MALE ANNOUNCER: -- firm up --

12 **ON SCREEN: Slim Down!**

13 MALE ANNOUNCER: -- slim down and shed inches

14 quickly.

15 **ON SCREEN: 10 Minutes = 600 Situps!**

16 MALE ANNOUNCER: Just 10 minutes with Fast Abs

17 is like doing 600 sit-ups. And it's so small and

18 compact, you can use it anywhere, at home, your office,

19 in the car, doing laundry, even while watching TV.

20 **ON SCREEN: Wear under clothes...**

21 MALE ANNOUNCER: Plus, you can wear Fast Abs

22 discreetly under your clothes --

23 **ON SCREEN: ...and no one knows!**

24 MALE ANNOUNCER: -- and no one will even know.

25 UNIDENTIFIED FEMALE: My abs are getting a

1 workout and I'm just standing here talking.

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6 amazing technology, and now, you, too, can benefit from
7 this breakthrough in muscle conditioning with --

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9 MALE ANNOUNCER: -- Fast Abs --

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16 muscle stimulation. This tiny transformer sends out
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18 activate deep muscle contractions. Tests have proven
19 that this unique isometric action can be --

20 **ON SCREEN: 30% More Effective!**

21 MALE ANNOUNCER: -- 30 percent more effective
22 than anything you can do on your own with normal
23 exercise.

24 **ON SCREEN: 6 Fast Abs Routines**

25 MALE ANNOUNCER: With Fast Abs, you can choose

1 from six different customized workout and massage
2 programs, including --

3 **ON SCREEN: 1 Supersonic**

- 4 • **Fast-paced routine**
- 5 • **Improves muscle contraction**

6 MALE ANNOUNCER: -- Supersonic, a fast-paced
7 program designed to improve muscle intensity and
8 tension --

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- 25 • **Medium-paced routine**

1 • **Build muscle fiber**

2 • **Speed muscle tone**

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4 intensity to help every muscle fiber tighten and improve
5 overall muscle tone --

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11 endurance --

12 **ON SCREEN: 6 Vitality**

13 • **Even-paced routine**

14 • **Tightens & Tones**

15 MALE ANNOUNCER: -- Vitality, an even-paced
16 program to help that dimpled skin and those sagging
17 muscles to help give you real muscle definition.

18 **ON SCREEN: 6 Fast Abs Routines**

19 MALE ANNOUNCER: That's six different
20 programs --

21 **ON SCREEN: 10 Levels of Intensity**

22 MALE ANNOUNCER: -- each with ten levels of
23 intensity.

24 **ON SCREEN: 60 Workout Programs!**

25 MALE ANNOUNCER: So, it's really like getting

1 60 different workout programs for --

2 **ON SCREEN: Fast Results!**

3 MALE ANNOUNCER: -- fast results.

4 So, whether you're an athlete or you've never
5 worked out before, with Fast Abs, you can enjoy a
6 comfortable --

7 **ON SCREEN: The No-Sweat Workout!**

8 MALE ANNOUNCER: -- no-sweat workout. And to
9 help eliminate all the guesswork, Fast Abs is designed to
10 automatically --

11 **ON SCREEN: Automatic Shut-off Feature!**

12 MALE ANNOUNCER: -- shut-off after a 10-minute
13 conditioning cycle.

14 Other electronic machines that try to take
15 advantage of the Fast Abs technology sell for as much
16 as --

17 **ON SCREEN: \$150.00**

18 MALE ANNOUNCER: -- \$150. But now, Fast Abs,
19 with its amazing ab conditioning technology, is slashing
20 the price.

21 **ON SCREEN: ~~\$150.00~~ (crossed out with red X)**

22 **ON SCREEN: Call in the Next 20 Minutes!**

23 MALE ANNOUNCER: Call in the next 20 minutes --

24 **ON SCREEN: www.tvinventions.com**

25 **1-800-203-4949**

1 MALE ANNOUNCER: -- and you can receive Fast
2 Abs for the unbelievable price of just \$39.95.

3 **ON SCREEN: Just \$39.95**

4 **Plus S&H**

5 **...almost 75% Savings!**

6 MALE ANNOUNCER: That's almost 75 percent
7 savings compared to the competition.

8 **ON SCREEN: 2nd Fast Abs Fitness Belt!**

9 **For A Total Body Workout!**

10 **No Extra Charge!**

11 MALE ANNOUNCER: Here's the best part. For
12 ordering today, we'll include a second adjustable Fast
13 Abs fitness belt at no extra charge. Now you can work
14 out all major muscle groups with Fast Abs speed.

15 **ON SCREEN: Special Bonuses!**

16 **Instruction Manual**

17 **www.tvinventions.com**

18 **1-800-203-4949**

19 MALE ANNOUNCER: Plus for calling today, you
20 can receive these special bonuses: The Fast Abs easy-to-
21 follow instruction manual --

22 **ON SCREEN: Special Bonuses!**

23 **Target Toning Chart**

24 **www.tvinventions.com**

25 **1-800-203-4949**

1 MALE ANNOUNCER: -- the Fast Abs target toning
2 chart for ideal placement to help maximize your total
3 body workout to lose inches quickly --

4 **ON SCREEN: Special Bonuses!**

5 **Extra Battery!**

6 **www.tvinventions.com**

7 **1-800-203-4949**

8 MALE ANNOUNCER: -- an extra battery so you can
9 enjoy Fast Abs twice as long --

10 **ON SCREEN: Special Bonuses!**

11 **Fast Abs Firming Gel**

12 **www.tvinventions.com**

13 **1-800-203-4949**

14 MALE ANNOUNCER: -- the Fast Abs Firming Gel,
15 simply apply before using Fast Abs for maximum results in
16 minimum time --

17 **ON SCREEN: Special Bonuses!**

18 **Handy Travel Case**

19 **www.tvinventions.com**

20 **1-800-203-4949**

21 MALE ANNOUNCER: -- plus this handy travel case
22 that allows you to take Fast Abs with you anywhere.

23 **ON SCREEN: Special Bonuses!**

24 **\$60.00 Value!**

25 **www.tvinventions.com**

1 **1-800-203-4949**

2 MALE ANNOUNCER: These bonuses, a \$60 value,
3 are included today through this special TV offer at --

4 **ON SCREEN: Special Bonuses!**

5 **No Additional Charge!**

6 **www.tvinventions.com**

7 **1-800-203-4949**

8 MALE ANNOUNCER: -- no additional charge.

9 **ON SCREEN: Also Included Today!...**

10 **www.tvinventions.com**

11 **1-800-203-4949**

12 MALE ANNOUNCER: And it gets even better.

13 **ON SCREEN: Added Bonus!**

14 **Fast Action Food Plan**

15 **www.tvinventions.com**

16 **1-800-203-4949**

17 MALE ANNOUNCER: Today, we'll also include, as
18 an added bonus, the Fast Abs Fast Action Food Plan,
19 designed to help you lose pounds and inches fast.

20 **ON SCREEN: Before and After photographs**

21 **Guaranteed! or Your Money Back!**

22 **Less S&H**

23 **Lose 4 Inches in 30 Days**

24 **Guaranteed!**

25 **Unique results**

1 **Your results may vary**

2 **www.tvinventions.com**

3 **1-800-203-4949**

4 MALE ANNOUNCER: You'll drop four inches in the
5 first 30 days. We guarantee it.

6 **ON SCREEN: There's More!...**

7 **www.tvinventions.com**

8 **1-800-203-4949**

9 MALE ANNOUNCER: And there's more.

10 **ON SCREEN: Free Gift!**

11 **www.tvinventions.com**

12 **1-800-203-4949**

13 MALE ANNOUNCER: Today, as a special gift,
14 we'll include, absolutely free, the Five Secret Foods for
15 Fast Action Fat Loss Guide --

16 **ON SCREEN: Tips & Secrets**

17 **www.tvinventions.com**

18 **1-800-203-4949**

19 MALE ANNOUNCER: -- with insider tips and
20 secrets to help you get even faster results.

21 **ON SCREEN: Ask your operator for details when**
22 **you call**

23 **www.tvinventions.com**

24 **1-800-203-4949**

25 MALE ANNOUNCER: Fast Abs, the no-sweat

1 workout, comes with a full one-year limited warranty --

2 **ON SCREEN: 30-Day Risk Free**

3 **Money Back Guarantee**

4 **Fast Abs**

5 **www.tvinventions.com**

6 **1-800-203-4949**

7 MALE ANNOUNCER: -- and is backed by a 30-day
8 fast results money-back guarantee.

9 **ON SCREEN: Lose 4 Inches in 30 Days**

10 **Guaranteed!**

11 **www.tvinventions.com**

12 **1-800-203-4949**

13 MALE ANNOUNCER: If you don't shed at least
14 four inches in the first 30 days, simply return it for a
15 full refund of the purchase price, no questions asked --

16 **ON SCREEN: Free Gift!**

17 **www.tvinventions.com**

18 **1-800-203-4949**

19 MALE ANNOUNCER: -- and keep the Five Secret
20 Foods for Fast Action Fat Loss Guide as our free gift to
21 you.

22 So, you have nothing to lose and a beautiful
23 body to gain with Fast Abs, the no-sweat workout.

24 **ON SCREEN: Only \$39.95 plus S&H**

25 **CA & CT residents add sales tax**

1 **Or Use Check Book as Credit Card**
2 **30 Day Money Back Guarantee!**
3 **(less s&h)**
4 **Fast Abs**
5 **www.tvinventions.com**
6 **Or send check or money order for 49.99 to:**
7 **Fast Abs P.O. Box 3511 Wallingford, CT, 05454**
8 **Allow 4-6 weeks for delivery**
9 **Call Now to get Fast Abs!**
10 **1-800-203-4949**

11 MALE ANNOUNCER: Get your credit card ready and
12 call now to order Fast Abs, the no-sweat workout, for
13 just \$39.95. You'll also receive the Fast Action Food
14 Plan as a special bonus and the Five Secret Foods for
15 Fast Action Fat Loss Guide as our free gift. It's all
16 backed by our 30-day fast results money-back guarantee.

17 There's only one Fast Abs. So, call now.

18 KATHY DERRY: Hi, I'm Kathy Derry, here with
19 Peter Virgile. We've been talking about Fast Abs,
20 literally the no-sweat workout because you're not
21 exercising. The Fast Abs System does the work for you.

22 PETER VIRGILE: Fast Abs has taken technology
23 that astronauts and world class athletes have been using
24 for years and adapted it for home use.

25 KATHY DERRY: It's all right here in this

1 simple belt, a custom designed program that adapts to fit
2 your fitness needs whether you're an athlete or a couch
3 potato.

4 PETER VIRGILE: And, folks, I know how much of
5 a struggle it is to keep in shape.

6 **ON SCREEN: Before and After photographs**
7 **Results achieved using reduced calorie eating**
8 **plan like Fast Abs Fast Action Food Plan**

9 PETER VIRGILE: I've yo-yo'ed up and down with
10 my weight my whole life, and I finally found the solution
11 to keep my body in tip-top shape.

12 KATHY DERRY: In just minutes a day, with Fast
13 Abs, you'll be building, toning, shaping and defining
14 your entire body. The secret is EMS, electronic muscle
15 stimulation.

16 **ON SCREEN: EMS**
17 **Electronic Muscle Stimulation**

18 KATHY DERRY: This tiny transformer sends out
19 safe, gentle massaging impulses that activate deep muscle
20 movements that tone and build muscle tissue.

21 **ON SCREEN: Unique Isometric Action!**

22 KATHY DERRY: Tests have proven that this
23 unique isometric action can be --

24 **ON SCREEN: 30% More Effective Than Normal**
25 **Exercise!**

1 KATHY DERRY: -- 30 percent more effective than
2 anything you can do on your own with ordinary exercise.

3 **ON SCREEN: 10 Minutes = 600 Situps!**

4 KATHY DERRY: It's like doing 600 sit-ups in
5 just 10 minutes.

6 **ON SCREEN: www.tvinventions.com**

7 **1-800-203-4949**

8 PETER VIRGILE: And not only does it give your
9 abs a great workout, you can use Fast Abs to train and
10 condition muscle groups all over your body, toning and
11 shaping --

12 **ON SCREEN: Total Body Workout!**

13 **www.tvinventions.com**

14 **1-800-203-4949**

15 PETER VIRGILE: -- your hips and your arms,
16 your thighs, your chest and your calves.

17 **ON SCREEN: www.tvinventions.com**

18 **1-800-203-4949**

19 PETER VIRGILE: Fast Abs really is the fast,
20 safe and effective way to finally be able to condition
21 your abs without sweat, strain and hours of workout in
22 the gym.

23 **ON SCREEN: First-time Users**

24 UNIDENTIFIED FEMALE: My stomach is my problem
25 area.

1 **ON SCREEN: Gym Sit-Ups**

2 UNIDENTIFIED FEMALE: I do a lot of sit-ups and
3 it's hard. It's time-consuming and it hurts my stomach.

4 So, I could do this instead of my sit-ups you
5 mean? It feels like a tingly feeling. It's like you're
6 working out without all the stress.

7 I love Fast Abs. I'm so glad you showed it to
8 me.

9 **ON SCREEN: First-time Users**

10 UNIDENTIFIED MALE: I love the washboard type
11 of stomach.

12 **ON SCREEN: Sit-Ups**

13 UNIDENTIFIED MALE: The one thing I hate about
14 doing sit-ups is the boringness of it.

15 It feels like little fingers going inside your
16 stomach. Fast Abs seems to work really well, and it --
17 obviously, it's much easier than actually doing crunches
18 and sit-ups. Fast Abs is really that, it's fast.

19 KATHY DERRY: Fast Abs is truly a breakthrough
20 in muscle conditioning technology.

21 PETER VIRGILE: Inside this tiny transformer
22 are --

23 **ON SCREEN: 6 Fast Abs Routines**

24 PETER VIRGILE: -- six different exercise
25 programs.

1 KATHY DERRY: And each routine is designed to
2 work on different muscle groups to improve shape,
3 definition and muscle tone.

4 **ON SCREEN: 10 Levels of Intensity**

5 PETER VIRGILE: Each one with ten different
6 levels of intensity.

7 **ON SCREEN: 60 Workout Programs!**

8 PETER VIRGILE: So, that's like having 60
9 different workout programs to give you --

10 **ON SCREEN: Fast Results!**

11 PETER VIRGILE: -- fast results.

12 **ON SCREEN: Check with your physician before**
13 **beginning this or any workout program.**

14 KATHY DERRY: The great thing about Fast Abs is
15 that you can use it anywhere, at home, at the office, in
16 the car.

17 **ON SCREEN: Do not use during pregnancy, if you**
18 **use a pacemaker or if you have a cardiac or other medical**
19 **condition that would prevent you from using EMS**
20 **technology.**

21 KATHY DERRY: Fast Abs is so small and compact,
22 no one will even know you have it on.

23 PETER VIRGILE: Just like me, other top fitness
24 trainers and body builders have found that it provides an
25 easy, safe and effective workout.

1 TONY MURPHY, JR.: I totally love body
2 building. I've won a lot of body building shows. I've
3 done it all naturally --

4 **ON SCREEN: Tony Murphy, Jr.**

5 **Professional All-Natural Body Builder**

6 TONY MURPHY, JR.: -- and I've competed against
7 some people that haven't been natural and it makes me
8 feel real good about it.

9 **ON SCREEN: www.tvinventions.com**

10 **1-800-203-4949**

11 TONY MURPHY, JR.: EMS works in a way that it
12 actually has a --

13 **ON SCREEN: EMS**

14 **Electronic Muscle Stimulation**

15 **www.tvinventions.com**

16 **1-800-203-4949**

17 TONY MURPHY, JR.: -- stimulation of the
18 muscles that's outside of the normal nervous system.

19 **ON SCREEN: www.tvinventions.com**

20 **1-800-203-4949**

21 TONY MURPHY, JR.: With the Fast Abs, you have
22 a way that you can actually regulate how you want the
23 stimulation to be. We can actually have six different
24 modes in here, so once we turn this on, we can put it on
25 mode one and we can take it up to ten different

1 intensities.

2 Having Fast Abs on, I'm getting my workout in
3 while I'm talking to you.

4 KATHY DERRY: So far, you've seen how Fast Abs
5 delivers a custom designed ab training routine in just
6 minutes a day.

7 **ON SCREEN: www.tvinventions.com**

8 **1-800-203-4949**

9 PETER VIRGILE: It's not like other ab machines
10 on the market.

11 KATHY DERRY: Take, for instance, those laying
12 down torso machines.

13 **ON SCREEN: Torso machines:**

14 • **lots of work**

15 **www.tvinventions.com**

16 **1-800-203-4949**

17 KATHY DERRY: You have to do a lot of work to
18 get the benefits from that type of machine because you
19 have to start in a fully stretched position.

20 **ON SCREEN: Torso machines:**

21 • **lots of work**

22 • **potential back pain**

23 **www.tvinventions.com**

24 **1-800-203-4949**

25 KATHY DERRY: So, there's a potential for back

1 pain and the risk of injury if you're not in the proper
2 shape or using proper form.

3 **ON SCREEN: www.tvinventions.com**

4 **1-800-203-4949**

5 KATHY DERRY: And this type of machine has cost
6 as much as \$200.

7 PETER VIRGILE: And then there's those ab
8 rolling devices that are very popular.

9 **ON SCREEN: Ab rolling machines:**

10 **• not comfortable**

11 **www.tvinventions.com**

12 **1-800-203-4949**

13 PETER VIRGILE: They're not very comfortable.
14 You have to lie on the floor and these can only help --

15 **ON SCREEN: Ab rolling machines:**

16 **• not comfortable**

17 **• not versatile**

18 **www.tvinventions.com**

19 **1-800-203-4949**

20 PETER VIRGILE: -- train your abs, not other
21 muscle groups all over your body like Fast Abs can.

22 **ON SCREEN: Saves**

23 **Time • Money • Stress • Strain**

24 **www.tvinventions.com**

25 **1-800-203-4949**

1 KATHY DERRY: So, Fast Abs is saving us time,
2 money, stress and strain. Wow, it's really amazing when
3 you look at all the equipment out there.

4 **ON SCREEN: www.tvinventions.com**
5 **1-800-203-4949**

6 PETER VIRGILE: And, Kathy, there are muscle
7 stimulation machines on the market, but they can be
8 expensive.

9 KATHY DERRY: I know. I saw one for \$700.

10 PETER VIRGILE: And then there's the one on TV
11 that looks a lot like Fast Abs. But it's more than
12 double the cost for basically the same workout you get
13 with Fast Abs.

14 KATHY DERRY: There is no doubt about it. If
15 you're looking for a quick way to strengthen all the
16 muscles in your abdomen, Fast Abs is the only way to go.

17 **ON SCREEN: Individuals results may vary**

18 UNIDENTIFIED FEMALE: It was very easy to
19 figure out how to use it.

20 KAREN: You just put the gel on and then you
21 just put it around your waist and press a couple of
22 buttons.

23 UNIDENTIFIED FEMALE: One thing I've never been
24 very dedicated to doing is working my abs.

25 **ON SCREEN: Before and After photographs**

1 **Unique results, your results may vary**

2 **14-Day Results!**

3 **Lost 3 inches total!**

4 UNIDENTIFIED FEMALE: But using the Fast Abs
5 program for the last few weeks, I have lost four pounds
6 and I've actually lost three inches off my waist. I
7 actually have a waistline, an actual waistline again.

8 UNIDENTIFIED MALE: I've seen more definition
9 than I've ever seen before in my abs.

10 **ON SCREEN: Dr. Donald R. Furnival**

11 **Chiropractor**

12 DR. DONALD FURNIVAL: Fast Abs is perfect for
13 people that don't work out because you don't have to go
14 to a gym, you don't have to go anywhere. It's
15 convenient. You can use it in your home. You can use it
16 in your office. I've used it in my own office, and just
17 like it says, it's fast.

18 KATHY DERRY: With Fast Abs, you can help turn
19 that frumpy midsection into washboard sexy abs in just
20 minutes a day safely and easily. You won't believe your
21 eyes. I know how you feel, how hard it can be to make a
22 change. I'm here to tell you, it doesn't have to be a
23 struggle anymore. Fast Abs is the no-sweat workout
24 because it does the work for you.

25

1 **ON SCREEN: 30-Day Risk Free**

2 **Money Back Guarantee**

3 **Fast Abs**

4 **The No Sweat Workout**

5 **Less S&H**

6 KATHY DERRY: And with Fast Abs' 30-day fast
7 results money-back guarantee, there's no reason not to
8 give it a try.

9 **ON SCREEN: The program you are watching is a**
10 **paid advertisement for the Fast Abs System**

11 KATHY DERRY: So, don't just sit there thinking
12 about a great body when you can start to get one right
13 now, with Fast Abs, the no-sweat workout.

14 **ON SCREEN: Want Toned Muscles?...**

15 MALE ANNOUNCER: Do you want to have toned
16 muscles all over your body without lifting heavy weights?
17 Well, now, you can.

18 **ON SCREEN: Fast Abs**

19 MALE ANNOUNCER: Introducing Fast Abs --

20 **ON SCREEN: The No-Sweat Workout!**

21 MALE ANNOUNCER: -- the no-sweat, full body
22 workout.

23 **ON SCREEN: 10 Minutes = 600 Situps!**

24 MALE ANNOUNCER: Just 10 minutes with Fast Abs
25 is like doing 600 sit-ups. Other electronic machines

1 that try to take advantage of the Fast Abs technology
2 sell for as much as \$150.

3 **ON SCREEN: \$150.00**

4 MALE ANNOUNCER: But now, Fast Abs, with its
5 amazing ab conditioning technology, is --

6 **ON SCREEN: \$150.00 (crossed out with red X)**

7 **ON SCREEN: Call in the Next 10 Minutes!**

8 MALE ANNOUNCER: -- slashing the price.

9 Call in the next 10 minutes and you can receive
10 Fast Abs --

11 **ON SCREEN: www.tvinventions.com**

12 **1-800-203-4949**

13 MALE ANNOUNCER: -- for the unbelievable price
14 of just \$39.95.

15 **ON SCREEN: Just \$39.95**

16 **Plus S&H**

17 MALE ANNOUNCER: That's almost --

18 **ON SCREEN: ...almost 75% Savings!**

19 MALE ANNOUNCER: -- 75 percent savings compared
20 to the competition.

21 **ON SCREEN: 2nd Fast Abs Fitness Belt!**

22 **For A Total Body Workout!**

23 **No Extra Charge!**

24 **www.tvinventions.com**

25 **1-800-203-4949**

1 MALE ANNOUNCER: Here's the best part. For
2 ordering today, we'll include a second adjustable Fast
3 Abs fitness belt at no extra charge. Now you can work
4 out all major muscle groups with Fast Abs speed.

5 **ON SCREEN: Special Bonuses!**

6 **Instruction Manual**

7 **www.tvinventions.com**

8 **1-800-203-4949**

9 MALE ANNOUNCER: Plus for calling today, you
10 can receive these special bonuses: The Fast Abs easy-to-
11 follow instruction manual --

12 **ON SCREEN: Special Bonuses!**

13 **Target Toning Chart**

14 **www.tvinventions.com**

15 **1-800-203-4949**

16 MALE ANNOUNCER: -- the Fast Abs target toning
17 chart for ideal placement to help maximize your total
18 body workout to lose inches quickly --

19 **ON SCREEN: Special Bonuses!**

20 **Extra Battery!**

21 **www.tvinventions.com**

22 **1-800-203-4949**

23 MALE ANNOUNCER: -- an extra battery so you can
24 enjoy Fast Abs twice as long --

25 **ON SCREEN: Special Bonuses!**

1 **Fast Abs Firming Gel**

2 **www.tvinventions.com**

3 **1-800-203-4949**

4 MALE ANNOUNCER: -- the Fast Abs Firming Gel,
5 simply apply before using Fast Abs for maximum results in
6 minimum time --

7 **ON SCREEN: Special Bonuses!**

8 **Handy Travel Case**

9 **www.tvinventions.com**

10 **1-800-203-4949**

11 MALE ANNOUNCER: -- plus this handy travel case
12 that allows you to take Fast Abs with you anywhere.

13 **ON SCREEN: Also Included Today!...**

14 **www.tvinventions.com**

15 **1-800-203-4949**

16 MALE ANNOUNCER: And it gets even better.

17 **ON SCREEN: Added Bonus!**

18 **Fast Action Food Plan**

19 **www.tvinventions.com**

20 **1-800-203-4949**

21 MALE ANNOUNCER: Today, we'll also include, as
22 an added bonus, the Fast Abs Fast Action Food Plan,
23 designed to help you lose pounds and inches fast.

24 **ON SCREEN: There's More!...**

25 **www.tvinventions.com**

1 **1-800-203-4949**

2 MALE ANNOUNCER: And there's more.

3 **ON SCREEN: Free Gift!**

4 **www.tvinventions.com**

5 **1-800-203-4949**

6 MALE ANNOUNCER: Today, as a special gift,
7 we'll include, absolutely free, the Five Secret Foods for
8 Fast Action Fat Loss Guide --

9 **ON SCREEN: Tips & Secrets**

10 **www.tvinventions.com**

11 **1-800-203-4949**

12 MALE ANNOUNCER: -- with insider tips and
13 secrets to help you get even faster results.

14 **ON SCREEN: Ask your operator for details when**
15 **you call**

16 **www.tvinventions.com**

17 **1-800-203-4949**

18 MALE ANNOUNCER: Fast Abs, the no-sweat
19 workout, comes with a full one-year limited warranty --

20 **ON SCREEN: 30-Day Risk Free**

21 **Money Back Guarantee**

22 **Fast Abs**

23 **www.tvinventions.com**

24 **1-800-203-4949**

25 MALE ANNOUNCER: -- and is backed by a 30-day

1 fast results money-back guarantee.

2 **ON SCREEN: Lose 4 Inches in 30 Days**

3 **Guaranteed!**

4 **www.tvinventions.com**

5 **1-800-203-4949**

6 MALE ANNOUNCER: If you don't shed at least
7 four inches in the first 30 days, simply return it for a
8 full refund of the purchase price, no questions asked --

9 **ON SCREEN: Free Gift!**

10 **www.tvinventions.com**

11 **1-800-203-4949**

12 MALE ANNOUNCER: -- and keep the Five Secret
13 Foods for Fast Action Fat Loss Guide as our free gift to
14 you.

15 **ON SCREEN: Only \$39.95 plus S&H**

16 **CA & CT residents add sales tax**

17 **Or Use Check Book as Credit Card**

18 **30 Day Money Back Guarantee!**

19 **(less s&h)**

20 **Fast Abs**

21 **www.tvinventions.com**

22 **Or send check or money order for 49.99 to:**

23 **Fast Abs P.O. Box 3511 Wallingford, CT, 05454**

24 **Allow 4-6 weeks for delivery**

25 **Call Now to get Fast Abs!**

1 **1-800-203-4949**

2 MALE ANNOUNCER: Get your credit card ready and
3 call now to order Fast Abs, the no-sweat workout, for
4 just \$39.95. You'll also receive the Fast Action Food
5 Plan as a special bonus and the Five Secret Foods for
6 Fast Action Fat Loss Guide as our free gift. It's all
7 backed by our 30-day fast results money-back guarantee.

8 There's only one Fast Abs. So, call now.

9 KATHY DERRY: Today, we've been telling you
10 about Fast Abs, the no-sweat workout. It's the easy way
11 to get fast results in --

12 **ON SCREEN: Before and After photographs**
13 **Unique results, your results may vary**
14 **Guaranteed! or Your Money Back!**
15 **Less S&H**

16 KATHY DERRY: -- just minutes a day,
17 guaranteed.

18 PETER VIRGILE: Like so many people, I've
19 struggled with my weight for years.

20 **ON SCREEN: Peter Virgile**
21 **Fitness Trainer**

22 PETER VIRGILE: My top weight was over 320
23 pounds, and I yo-yo'ed all over the place.

24 **ON SCREEN: Before photograph**
25 **Peter Last Year!...**

1 PETER VIRGILE: This is me a year ago --

2 **ON SCREEN: ...at over 220 lbs!**

3 **Results achieved using reduced calorie eating**
4 **plan like Fast Abs Fast Action Food Plan**

5 PETER VIRGILE: -- at 220 pounds --

6 **ON SCREEN: After photograph**

7 **...now at 185 lbs!**

8 **Unique results, your results may vary**

9 PETER VIRGILE: -- and this is me today after
10 Fast Abs.

11 **ON SCREEN: Kathy Derry**

12 **Fitness Professional**

13 KATHY DERRY: Besides being fun, fast and
14 incredibly simple, the great thing about Fast Abs is that
15 you can use it anywhere, at home, at the office, in the
16 car. Fast Abs is so small and compact, no one will even
17 know you have it on. You can wear it under your clothes.

18 **ON SCREEN: 10 Minutes = 600 Situps!**

19 KATHY DERRY: Fast Abs is like doing 600 sit-
20 ups in just 10 minutes a day.

21 PETER VIRGILE: No more huffing and puffing
22 through a tough workout at the gym. All you do is sit
23 back and relax. Fast Abs does the rest for you. People
24 everywhere are seeing amazing results.

25 **ON SCREEN: Individual results may vary**

1 **tvinventions.com**

2 **1-800-203-4949**

3 UNIDENTIFIED MALE: What's really great about
4 Fast Abs is I can sit at the computer and get my workout
5 done and my work done at the same time.

6 UNIDENTIFIED FEMALE: You know, I'm like, yeah,
7 yeah, right, this is going to work? You know what, it
8 does.

9 CHRISTINA: For the first time in a really long
10 time, I can see my abs. I can see the muscle definition
11 and it makes me want to show them off.

12 HEATHER: The results have been really amazing.
13 It's been -- it's been fast.

14 **ON SCREEN: Check with your physician before**
15 **beginning this or any workout program.**

16 KATHY DERRY: Fast Abs is perfect for everyone
17 who wants to have perfect abs.

18 **ON SCREEN: Do not use during pregnancy, if you**
19 **use a pacemaker or if you have a cardiac or other medical**
20 **condition that would prevent you from using EMS**
21 **technology.**

22 KATHY DERRY: It was designed to fit the needs
23 of people at all different fitness levels. Doctors have
24 found that it is safe and effective for people because of
25 its unique design and breakthrough technology.

1 **ON SCREEN: Dr. Donald R. Furnival**
2 **Chiropractor**

3 DR. DONALD FURNIVAL: I would recommend Fast
4 Abs because it is very convenient, it is very cost-
5 effective. It is a way to develop your own muscles and
6 to be able to take care of your health at home.

7 **ON SCREEN: tvinventions.com**
8 **1-800-203-4949**

9 TONY MURPHY, JR.: A lot of people doing
10 exercises, especially with abdominal exercises, the way
11 that they do the exercises, they could pull their lower
12 back, they could hurt their neck. When you're doing the
13 Fast Abs, there's no way you can do it wrong.

14 UNIDENTIFIED FEMALE: It was amazing. It's so
15 much better. My abs were working on their own.

16 UNIDENTIFIED FEMALE: If this is exercise, this
17 is fun.

18 UNIDENTIFIED FEMALE: It was so relaxing. It
19 was like a massage.

20 KATHY DERRY: The simple, fast, easy, effective
21 tool to help tool and reshape your body and helps get
22 those washboard lean sexy abs is finally here. With Fast
23 Abs, we'll guarantee fast results with no sweat.

24 **ON SCREEN: Before and After photographs**
25 **Unique results, your results may vary**

1 **Guaranteed! or Your Money Back!**

2 **Less S&H**

3 PETER VIRGILE: Just look at these Fast Abs
4 results achieved by all these people in just two weeks.
5 Fantastic results.

6 KATHY DERRY: I'll guarantee you'll firm that
7 saggy midriff, tone those flabby love handles and lose
8 that belly that's been embarrassing you for years.
9 Reshape all your problem areas --

10 **ON SCREEN: Less S&H**

11 KATHY DERRY: -- or simply return Fast Abs, no
12 questions asked. You deserve to have the body you've
13 always imagined --

14 **ON SCREEN: The program you are watching is a**
15 **paid advertisement for the Fast Abs System**

16 KATHY DERRY: -- and now you don't have to
17 spend all day at the gym to get it.

18 PETER VIRGILE: Get the secret weapon that
19 fitness pros, star athletes and body builders have been
20 using for years.

21 KATHY DERRY: So, what are you waiting for?
22 It's your turn to get Fast Abs right now.

23 **ON SCREEN: Want Toned Muscles?...**

24 MALE ANNOUNCER: Do you want to have toned
25 muscles all over your body without lifting heavy weights?

1 Well, now, you can.

2 **ON SCREEN: Fast Abs**

3 MALE ANNOUNCER: Introducing Fast Abs --

4 **ON SCREEN: The No-Sweat Workout!**

5 MALE ANNOUNCER: -- the no-sweat, full body
6 workout. It's the fast --

7 **ON SCREEN: Fast!**

8 MALE ANNOUNCER: -- fun --

9 **ON SCREEN; Fun!**

10 MALE ANNOUNCER: -- easy --

11 **ON SCREEN: Easy!**

12 MALE ANNOUNCER: -- way to get --

13 **ON SCREEN: Before and After photographs**

14 **Unique results, your results may vary**

15 **Guaranteed! or Your Money Back!**

16 **Less S&H**

17 MALE ANNOUNCER: -- amazing results guaranteed.

18 People everywhere are sitting back and relaxing while
19 they --

20 **ON SCREEN: Firm Up!**

21 MALE ANNOUNCER: -- firm up --

22 **ON SCREEN: Slim Down!**

23 MALE ANNOUNCER: -- slim down and shed inches
24 quickly.

25 **ON SCREEN: 10 Minutes = 600 Situps!**

1 MALE ANNOUNCER: Just 10 minutes with Fast Abs
2 is like doing 600 sit-ups.

3 **ON SCREEN: EMS**

4 **Electronic Muscle Stimulation**

5 MALE ANNOUNCER: The secret is EMS, electronic
6 muscle stimulation. This tiny transformer sends out
7 safe, gentle impulses that trigger your motor nerves and
8 activate deep muscle contractions. Tests have proven
9 that this unique isometric action can be --

10 **ON SCREEN: 30% More Effective!**

11 MALE ANNOUNCER: -- 30 percent more effective
12 than anything you can do on your own with normal
13 exercise.

14 **ON SCREEN: 6 Fast Abs Routines**

15 MALE ANNOUNCER: With Fast Abs, you can choose
16 from six different customized workout and massage
17 programs --

18 **ON SCREEN: 10 Levels of Intensity**

19 MALE ANNOUNCER: -- each with ten levels of
20 intensity.

21 **ON SCREEN: 60 Workout Programs!**

22 MALE ANNOUNCER: So, it's really like getting
23 60 different workout programs for --

24 **ON SCREEN: Fast Results!**

25 MALE ANNOUNCER: -- fast results.

1 Other electronic machines that try to take
2 advantage of the Fast Abs technology sell for as much as
3 \$150.

4 **ON SCREEN: \$150.00**

5 MALE ANNOUNCER: But now, Fast Abs, with its
6 amazing ab conditioning technology is --

7 **ON SCREEN: \$150.00 (crossed out with red X)**

8 **ON SCREEN: Call in the Next 10 Minutes!**

9 MALE ANNOUNCER: -- slashing the price.

10 Call in the next two minutes and you can
11 receive Fast Abs --

12 **ON SCREEN: www.tvinventions.com**

13 **1-800-203-4949**

14 MALE ANNOUNCER: -- for the unbelievable price
15 of just \$39.95.

16 **ON SCREEN: Just \$39.95**

17 **Plus S&H**

18 MALE ANNOUNCER: That's almost --

19 **ON SCREEN: ...almost 75% Savings!**

20 MALE ANNOUNCER: -- 75 percent savings compared
21 to the competition.

22 **ON SCREEN: 2nd Fast Abs Fitness Belt!**

23 **For A Total Body Workout!**

24 **No Extra Charge!**

25 **www.tvinventions.com**

1 **1-800-203-4949**

2 MALE ANNOUNCER: Here's the best part. For
3 ordering today, we'll include a second adjustable Fast
4 Abs fitness belt at no extra charge. Now you can work
5 out all major muscle groups with Fast Abs speed.

6 **ON SCREEN: Special Bonuses!**

7 **Instruction Manual**

8 **www.tvinventions.com**

9 **1-800-203-4949**

10 MALE ANNOUNCER: Plus for calling today, you
11 can receive these special bonuses: The Fast Abs easy-to-
12 follow instruction manual --

13 **ON SCREEN: Special Bonuses!**

14 **Target Toning Chart**

15 **www.tvinventions.com**

16 **1-800-203-4949**

17 MALE ANNOUNCER: -- the Fast Abs target toning
18 chart for ideal placement to help maximize your total
19 body workout to lose inches quickly --

20 **ON SCREEN: Special Bonuses!**

21 **Extra Battery!**

22 **www.tvinventions.com**

23 **1-800-203-4949**

24 MALE ANNOUNCER: -- an extra battery so you can
25 enjoy Fast Abs twice as long --

1 **ON SCREEN: Special Bonuses!**

2 **Fast Abs Firming Gel**

3 **www.tvinventions.com**

4 **1-800-203-4949**

5 MALE ANNOUNCER: -- the Fast Abs Firming Gel,
6 simply apply before using Fast Abs for maximum results in
7 minimum time --

8 **ON SCREEN: Special Bonuses!**

9 **Handy Travel Case**

10 **www.tvinventions.com**

11 **1-800-203-4949**

12 MALE ANNOUNCER: -- plus this handy travel case
13 that allows you to take Fast Abs with you anywhere.

14 MALE ANNOUNCER: These bonuses, a \$60 value,
15 are included today through this special TV offer at --

16 **ON SCREEN: Special Bonuses!**

17 **No Additional Charge!**

18 **www.tvinventions.com**

19 **1-800-203-4949**

20 MALE ANNOUNCER: -- no additional charge.

21 **ON SCREEN: Also Included Today!...**

22 **www.tvinventions.com**

23 **1-800-203-4949**

24 MALE ANNOUNCER: And it gets even better.

25 **ON SCREEN: Added Bonus!**

1 **Fast Action Food Plan**

2 **www.tvinventions.com**

3 **1-800-203-4949**

4 MALE ANNOUNCER: Today, we'll also include, as
5 an added bonus, the Fast Abs Fast Action Food Plan,
6 designed to help you lose pounds and inches fast.

7 **ON SCREEN: Before and After photographs**

8 **Guaranteed! or Your Money Back!**

9 **Less S&H**

10 **Lose 4 Inches in 30 Days**

11 **Guaranteed!**

12 **Unique results**

13 **Your results may vary**

14 **www.tvinventions.com**

15 **1-800-203-4949**

16 MALE ANNOUNCER: You'll drop four inches in the
17 first 30 days. We guarantee it.

18 **ON SCREEN: There's More!...**

19 **www.tvinventions.com**

20 **1-800-203-4949**

21 MALE ANNOUNCER: And there's more.

22 **ON SCREEN: Free Gift!**

23 **www.tvinventions.com**

24 **1-800-203-4949**

25 MALE ANNOUNCER: Today, as a special gift,

1 we'll include, absolutely free, the Five Secret Foods for
2 Fast Action Fat Loss Guide --

3 **ON SCREEN: Tips & Secrets**

4 **www.tvinventions.com**

5 **1-800-203-4949**

6 MALE ANNOUNCER: -- with insider tips and
7 secrets to help you get even faster results.

8 **ON SCREEN: Ask your operator for details when**
9 **you call**

10 **www.tvinventions.com**

11 **1-800-203-4949**

12 MALE ANNOUNCER: Fast Abs, the no-sweat
13 workout, comes with a full one-year limited warranty --

14 **ON SCREEN: 30-Day Risk Free**

15 **Money Back Guarantee**

16 **Fast Abs**

17 **www.tvinventions.com**

18 **1-800-203-4949**

19 MALE ANNOUNCER: -- and is backed by a 30-day
20 fast results money-back guarantee.

21 **ON SCREEN: Lose 4 Inches in 30 Days**

22 **Guaranteed!**

23 **www.tvinventions.com**

24 **1-800-203-4949**

25 MALE ANNOUNCER: If you don't shed at least

1 four inches in the first 30 days, simply return it for a
2 full refund of the purchase price, no questions asked --

3 **ON SCREEN: Free Gift!**

4 **www.tvinventions.com**

5 **1-800-203-4949**

6 MALE ANNOUNCER: -- and keep the Five Secret
7 Foods for Fast Action Fat Loss Guide as our free gift to
8 you.

9 So, you have nothing to lose and a beautiful
10 body to gain with Fast Abs, the no-sweat workout.

11 **ON SCREEN: Only \$39.95 plus S&H**

12 **CA & CT residents add sales tax**

13 **Or Use Check Book as Credit Card**

14 **30 Day Money Back Guarantee!**

15 **(less s&h)**

16 **Fast Abs**

17 **www.tvinventions.com**

18 **Or send check or money order for 49.99 to:**

19 **Fast Abs P.O. Box 3511 Wallingford, CT, 05454**

20 **Allow 4-6 weeks for delivery**

21 **Call Now to get Fast Abs!**

22 **1-800-203-4949**

23 MALE ANNOUNCER: Get your credit card ready and
24 call now to order Fast Abs, the no-sweat workout, for
25 just \$39.95. You'll also receive the Fast Action Food

1 Plan as a special bonus and the Five Secret Foods for
2 Fast Action Fat Loss Guide as our free gift. It's all
3 backed by our 30-day fast results money-back guarantee.

4 There's only one Fast Abs. So, call now.

5 **ON SCREEN: UNITED FITNESS OF AMERICA**

6 **The preceding was a paid advertisement for the**
7 **Fast Abs System brought to you by United Fitness of**
8 **America, L.L.C.**

9 **© United Fitness of America, U.C., 2001**

10 MALE ANNOUNCER: The preceding was a paid
11 advertisement for Fast Abs, brought to you by United
12 Fitness of America.

13 **(The infomercial was concluded.)**

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C E R T I F I C A T I O N O F T Y P I S T

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MATTER NUMBER: P024301

CASE TITLE: MISC MATTERS-DPI-DIV OF PLAN

TAPING DATE: NOVEMBER 3, 2001

TRANSCRIPTION DATE: DECEMBER 27, 2001

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: DECEMBER 27, 2001

ELIZABETH M. FARRELL

C E R T I F I C A T I O N O F P R O O F R E A D E R

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

KATHY J. DE MENT