

FEDERAL TRADE COMMISSION

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VIDEOTAPE:

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BodyFlex Infomercial

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FEDERAL TRADE COMMISSION

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In the Matter of:)
BodyFlex Exercise Program) Matter No. 0323212
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February 8, 2003

The following transcript was produced from a
live tape provided to For The Record, Inc. on August 29,
2003.

1 P R O C E E D I N G S

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3 VIDEOTAPE -- BODYFLEX

4 **ON SCREEN: The following is a paid**
5 **presentation for Body Flex +.**

6 MALE ANNOUNCER: The following is a paid
7 presentation for BodyFlex.

8 GREER CHILDERS: Size matters, size really
9 matters. Size is the only thing that matters. And to
10 tell you the truth, smaller is better.

11 UNIDENTIFIED FEMALE: Size really matters to
12 me.

13 SHERRY SHEPPARD: Size matters. It does.

14 UNIDENTIFIED FEMALE: Size definitely matters.

15 ALICIA NURICK: Size matters very much.

16 CAROL SURPRISE: The size does matter.

17 UNIDENTIFIED FEMALE: Small is always better.

18 SHERI DEPTULA: Smaller is definitely better
19 when it comes to size.

20 SHERRY SHEPPARD: If I had to choose between
21 big and small, I'd choose small.

22 FAYE WEISS: When you try on a bathing suit in
23 a three-way mirror, size matters.

24 **ON SCREEN: Before and After photos**
25 **Lose Inches Across Your Body**

1 MALE ANNOUNCER: Do you want to change your
2 size and lose inches fast?

3 ON SCREEN: Lost 13 Total Inches in 1 Week

4 (In very small print) Average inch loss in a
5 recent study was 7 inches in 7 days. As with any fitness
6 program, a sensible eating plan is required in order to
7 achieve long term weight loss results.

8 FAYE WEISS: I lost 13 inches in a week.

9 ON SCREEN: Lost 14 Total Inches in 1 Week

10 (In very small print) Average inch loss in a
11 recent study was 7 inches in 7 days. As with any fitness
12 program, a sensible eating plan is required in order to
13 achieve long term weight loss results.

14 UNIDENTIFIED FEMALE: I lost about 14 inches in
15 the first week.

16 ON SCREEN: Lost 62 Total Inches

17 (In very small print) Average inch loss in a
18 recent study was 7 inches in 7 days. As with any fitness
19 program, a sensible eating plan is required in order to
20 achieve long term weight loss results.

21 ALICIA NURICK: I've lost 62 inches in just
22 about six months, nine-and-a-half inches off my waist.

23 ON SCREEN: Lost 3 Dress Sizes in 3 Months

24 FRANCINE SCOLARO: I lost three dress sizes in
25 three months.

1 **ON SCREEN: Size 20 to 10 1/2**

2 ERIKA WEAKLEY: I've gone from a size 20 to a
3 size 10/12.

4 **ON SCREEN: Size 14 to 4**

5 DAWN HALASZ: I went from a size 14 to size 4.

6 **ON SCREEN: Before and After photos**

7 **Lost 200 Pounds**

8 UNIDENTIFIED FEMALE: I lost 200 pounds at age
9 50 and if I can do it, anybody can do it.

10 **ON SCREEN: Greer Childers**

11 **Age: 57**

12 GREER CHILDERS: I'm Greer Childers, the
13 creator of BodyFlex, the revolutionary exercise designed
14 for weight loss, inch loss and more energy in only 15
15 minutes a day. Now, I'm not going to tell you you can
16 look 20 when you're 60, but what I am going to tell you
17 that today at almost 60, I look better than I ever did in
18 my twenties. So, for all you skeptics out there, I would
19 invite you to listen to what I have to say about BodyFlex
20 Plus, the next step.

21 MALE ANNOUNCER: For over 20 years, Greer
22 Childers --

23 **ON SCREEN: Greer Childers**

24 MALE ANNOUNCER: -- has been sharing the secret
25 of her amazing weight loss program that --

1 **ON SCREEN: GUARANTEES**

2 MALE ANNOUNCER: -- guarantees you'll --

3 **ON SCREEN: LOSE**

4 MALE ANNOUNCER: -- lose four --

5 **ON SCREEN: 4 to 14 inches**

6 MALE ANNOUNCER: -- to 14 inches across your
7 body --

8 **ON SCREEN: In only 7 Days**

9 MALE ANNOUNCER: -- in only seven days.

10 **ON SCREEN: Over 20 Million**

11 MALE ANNOUNCER: Over 20 million people have
12 learned the secret and experienced life-changing results
13 of --

14 **ON SCREEN: Fast Inch Loss**

15 MALE ANNOUNCER: -- fast inch loss and
16 transformed their bodies through the power of aerobic
17 breathing.

18 **ON SCREEN: Aerobic Breathing**

19 **(In very small print) As with any fitness**
20 **program, a sensible eating plan is required in order to**
21 **achieve long term weight loss results.**

22 MALE ANNOUNCER: And it's so easy virtually
23 anyone can do it.

24 **ON SCREEN: Learn the Secret**

25 MALE ANNOUNCER: Now, you can learn the secret

1 of fast inch loss with Body Flex Plus.

2 **ON SCREEN: Body Flex +**

3 **ON SCREEN: Greer Childers**

4 **Age: 57**

5 GREER CHILDERS: As I look back 21 years, I can
6 still see myself standing in front of the mirror asking
7 the question, what can I do. I mean, I was a desperate
8 size 16 and I wasn't going down any time soon. I didn't
9 know what to do. I had run, Jazzercise, jogged. I mean,
10 I ran enough I could have run around the world and
11 basically I still didn't look good.

12 So, you can imagine what I thought when I heard
13 about an exercise program that you stood still and all
14 you did was breathe and it promised four to 14 inches
15 lost off your body and your midsection in the first seven
16 days.

17 **ON SCREEN: Across your 6 target areas**

18 GREER CHILDERS: I thought, this is the biggest
19 gimmick I've ever heard in my life. But back then, I was
20 so desperate, I didn't know what else to do. So, I
21 thought, well, I've tried everything else, I'm going to
22 try this, too.

23 The first seven days, to my amazement, I lost
24 10 inches in my midsection alone. I tell you what, back
25 then, I didn't know anything about exercise. I didn't

1 know why it worked, I didn't know how it worked and,
2 furthermore, I didn't care. I just know for the first
3 time in my life I had hope. I looked at myself in the
4 mirror and I thought, I'm getting smaller.

5 You know, I know that basically we women are
6 all the same. I mean, we want to look good and we don't
7 want it to take very much time and we want to do it as
8 inexpensive as possible and with as little time involved
9 as we can possibly find. BodyFlex is a system that fits
10 into my needs, and believe me, I'm not dieting for
11 anybody.

12 **ON SCREEN: Alicia Nurick**

13 **Age: 57 Size: 22 to 14**

14 **(In very small print) Average inch loss in a**
15 **recent study was 7 inches in 7 days. As with any fitness**
16 **program, a sensible eating plan is required in order to**
17 **achieve long term weight loss results.**

18 ALICIA NURICK: The first week that I was doing
19 BodyFlex, I lost seven-and-a-half inches.

20 **ON SCREEN: Lost 8 Total Inches in 1 Week**

21 **Dorothy Albee**

22 **Age: 37**

23 **(In very small print) Average inch loss in a**
24 **recent study was 7 inches in 7 days. As with any fitness**
25 **program, a sensible eating plan is required in order to**

1 you're involved with. And we here in Western
2 civilization, of course, are shallow tidal (phonetic)
3 breathers. We use less than one-fifth of our lungs to
4 breathe on a daily basis.

5 Now, this may not seem very important to you,
6 however, two things you need to know about exercise.
7 One, oxygen is the key ingredient in burning fat. Now,
8 listen, two, oxygen is the key ingredient in giving us
9 that energy that we want so desperately and don't have.
10 So, you see, the two things we need the most and don't
11 have are provided in this program.

12 **(Music playing.)**

13 **ON SCREEN: Animation of human body**

14 **Exercise**

15 **Oxygenate**

16 **Use Oxygen**

17 GREER CHILDERS: All exercise works exactly the
18 same. You have to oxygenate the blood, you have to let
19 the oxygenated blood get to the areas that you want to
20 affect and the ability for the working muscle group to
21 utilize the oxygen you deliver to it. That's how it all
22 works, everywhere.

23 So, BodyFlex is a system that we've
24 streamlined. You can do it sitting, standing or even
25 lying down. It produces energy, it burns excess body fat

1 and it tones all at the same time.

2 **ON SCREEN: Before photo**

3 **Becky Evans**

4 **Age: 36 Size: 14 to 6**

5 BECKY EVANS: It's hard to tell somebody
6 because you know you're going to get that reaction.
7 Yeah, I just breathe differently. And they say, well,
8 you can't. It's too easy. And I said, I know, it is
9 easy and it's simple to do.

10 **ON SCREEN: Sherry Sheppard**

11 **Age: 44 Size: 32 to 16**

12 **Results may vary. The average inch loss in a**
13 **recent study was 7 inches in 7 days. As with any fitness**
14 **program, a sensible eating plan is required in order to**
15 **achieve long term weight loss results.**

16 SHERRY SHEPPARD: On BodyFlex I lost 200 pounds
17 and 153 inches total. And that's just amazing to me.

18 **ON SCREEN: Before photo**

19 **Size 16 to Size 8**

20 **Results may vary. The average inch loss in a**
21 **recent study was 7 inches in 7 days. As with any fitness**
22 **program, a sensible eating plan is required in order to**
23 **achieve long term weight loss results.**

24 UNIDENTIFIED FEMALE: My big changes have been
25 from the top of my head to the bottom of my toes and

1 that's the truth. But if you do BodyFlex and you do it
2 as she instructs it, you lose overall.

3 **ON SCREEN: Body Flex + Resistance**

4 GREER CHILDERS: This is the product that takes
5 BodyFlex to the next level. It's called the Gym Bar by
6 BodyFlex --

7 **ON SCREEN: Aerobic Breathing + Resistance**

8 **Consult your physician before starting this or**
9 **any weight loss program.**

10 GREER CHILDERS: -- and the magic of it is you
11 combine BodyFlex breathing with the secret of the
12 BodyFlex bar.

13 **ON SCREEN: Faster Results**

14 GREER CHILDERS: Now, I've had all the
15 directions printed in picture form right on this bar.

16 **ON SCREEN: Exercise bar close-up**

17 **Pictures of Greer doing exercises**

18 **Tricep Tightener**

19 **Shoulder Builder**

20 **Ab Flattener**

21 **Waist Reducer**

22 **Butt & Leg Toner**

23 GREER CHILDERS: I've covered all areas that we
24 women have problems with. Now, listen to what they are.

25 I've covered our biceps and I've covered our

1 triceps. I've never met a woman in my life that wasn't
2 bellyaching about that. And I've covered our shoulders,
3 which gives us some shape. Our abs, which is here to
4 flatten our abs. Our waistline, our rear end and our
5 legs. I think that basically covers the area that we
6 women have problems with.

7 Let me demonstrate. You hold the bar firmly,
8 lay it on the floor, step on the rope, put it in the
9 middle of your foot just like this, stand back up holding
10 the bar firmly and raise it up and down and up -- wow --
11 and down.

12 Now, week by week, as you get stronger and as
13 you get better, what's going to happen is this is going
14 to become rather easy for you. So, listen to this. What
15 I have done is I have patented the idea of rolling this
16 bar once and you add about five pounds. Now, we're going
17 to lift the bar. Wow. Now it's really not so easy. But
18 I think you get the idea that as you go along, you can
19 roll it and roll it, adding five pounds approximately
20 each time you roll the bar.

21 However, if you're unable to stand up or if you
22 don't want to stand up, if you're just beat from the day,
23 you know, and you just want to sit down and watch your
24 favorite TV show, what you're going to do is you're going
25 to sit down in your chair, because it's designed to be

1 done sitting down, you just put this simply under your
2 feet like this and the process is the same. You're going
3 to lift it and drop it.

4 The magic of this program is the BodyFlex
5 breathing combined with the Gym Bar by BodyFlex. You
6 know that studies have shown that aerobic breathing,
7 combined with resistance training, gives you bigger,
8 faster results and that's certainly what we're after, a
9 winning combination.

10 **ON SCREEN: Dr. Daniel Cosgrove, M.D.**

11 **Medical Director, Wellmax Center**

12 **BodyFlex utilizes resistance training to boost**
13 **your metabolism. A recent study confirmed the aerobic**
14 **nature of the BodyFlex workout and caloric burn**
15 **capabilities versus treadmill exercise at 3mph.**

16 DR. DANIEL COSGROVE: With the BodyFlex System,
17 even compared to other exercise programs of this same
18 duration, you will burn more calories while you're using
19 it, but even more importantly, you're burning more
20 calories the whole rest of the day while you're not using
21 it. And if you're burning more calories all day, even if
22 you're just sitting there, then you're going to lose
23 weight more effectively.

24 **ON SCREEN: Francine Scolaro**

25 **Age: 44 Size: 20 to 12**

1 **Results may vary. The average inch loss in a**
2 **recent study was 7 inches in 7 days. As with any fitness**
3 **program, a sensible eating plan is required in order to**
4 **achieve long term weight loss results.**

5 FRANCINE SCOLARO: I went from a size 20 to a
6 size 12/14 in three-and-a-half months. For me, the
7 BodyFlex Program worked so quickly that I couldn't even
8 buy clothes because I wouldn't stay in them. I was
9 coming out of them so quickly, I felt like I was melting.

10 **ON SCREEN: Lost 8 Total Inches in 1 Week**

11 **Dorothy Albee**

12 **Age: 37**

13 DORTHY ALBEE: I couldn't believe that you
14 could actually exercise and sit in the chair, and that's
15 why I kind of felt like, okay, this isn't going to work
16 any better than anything else, it's not, but it did. It
17 really did. I was surprised.

18 GREER CHILDERS: We want fast results. We live
19 in the now generation. We women are busy and we don't
20 want to spend our life and give a career to looking good.
21 We want something quick and easy and something that's
22 going to get us in shape in a hurry and allow us to live
23 a normal life. This it the best of all worlds.

24 **ON SCREEN: 4 to 14 inches across your 6 target**
25 **areas**

1 GREER CHILDERS: Four to 14 inches in the first
2 seven days. What more could someone ask for in a fitness
3 program?

4 **ON SCREEN: Clinical study**

5 MALE ANNOUNCER: And now to prove how well
6 BodyFlex works, we put it to the ultimate test, a doctor-
7 supervised clinical study.

8 **ON SCREEN: Ron Rothenberg**

9 MALE ANNOUNCER: Dr. Ron Rothenberg is one of
10 America's leading physicians and authors. He's an expert
11 on the subjects of health and personal well-being. Dr.
12 Rothenberg assembled a group of 17 people who used
13 BodyFlex for one week. Each member of the group was
14 measured and weighed at the beginning of the study. Then
15 after one week of BodyFlex, these skeptical participants
16 returned to his office to get the results.

17 ANN WYLES: Wow.

18 DODI TAPAYA: I'm surprised.

19 UNIDENTIFIED FEMALE: Thirteen inches.

20 FAYE WEISS: That's amazing.

21 UNIDENTIFIED FEMALE: That's good.

22 UNIDENTIFIED FEMALE: That's really good.

23 **ON SCREEN: Group Average**

24 **Lost 7 Inches in One Week**

25 **Body Flex + Clinical Study**

1 **The average inch loss in a recent study was 7**
2 **inches in 7 days. As with any fitness program, a**
3 **sensible eating plan is required in order to achieve long**
4 **term weight loss results.**

5 MALE ANNOUNCER: Our test group lost an average
6 of seven inches in just one week. Remember, these
7 results were achieved by doing the BodyFlex breathing
8 exercises and using the Gym Bar for only 18 minutes a
9 day.

10 **ON SCREEN: Faye Weiss**

11 **Lost 13 Total Inches in 1 Week**

12 FAYE WEISS: I was really testing it to see if
13 it would do anything. I didn't change my diet and the
14 BodyFlex worked.

15 **ON SCREEN: Ann Wyles**

16 **Lost 12 3/4 Total Inches in 1 Week**

17 ANN WYLES: You'd be crazy to not try BodyFlex
18 because it works. It's so easy. BodyFlex is just so
19 simple.

20 UNIDENTIFIED MALE: Nine inches.

21 **ON SCREEN: Joya Frazzetta**

22 **Lost 9 Inches In 1 Week**

23 JOYA FRAZZETTA: Yeah, wonderful. This really
24 works in such a short period of time, it's amazing. It's
25 a lot flatter and it looks a little bit more flattering,

1 so I've worn it today and I've had this in my closet for
2 a couple months.

3 **ON SCREEN: Lori Mitchell-Barnett**

4 **Lost 6 3/4 Total Inches In 1 Week**

5 LORI MITCHELL-BARNETT: I never ever would have
6 thought with the amount of effort that I had to put in
7 that I would have gotten this kind of results.

8 **ON SCREEN. Dr. Ron Rothenberg, M.D.**

9 **California Healthspan Institute**

10 DR. RON ROTHENBERG: We have very hard core
11 data here. The group lost seven inches average of the
12 different measurements that we took. What this means is
13 a significant fat loss. That's how they lost the inches,
14 by losing fat.

15 UNIDENTIFIED FEMALE: Seven-and-a-quarter
16 inches.

17 **ON SCREEN: Carol Surprise**

18 **Lost 7 1/4 Inches In 1 Week**

19 CAROL SURPRISE: And it was easy to do. That's
20 what's so nice.

21 UNIDENTIFIED FEMALE: Yeah. So, are you
22 excited?

23 CAROL SURPRISE: Yes.

24 **ON SCREEN: Dorthy Albee**

25 **Age: 47 Lost 8 Inches**

1 DORTHY ALBEE: And that's only after a week.
2 That's pretty cool.

3 UNIDENTIFIED FEMALE: This is unbelievable.

4 **ON SCREEN: Lost 8 Total Inches in 1 Week**

5 **Dorthy Albee**

6 **Age: 37**

7 DORTHY ALBEE: It's been excellent, very easy.
8 The Gym Bar is great. Everything's right on the front of
9 the Gym Bar. You can't go wrong.

10 **ON SCREEN: Lost 7 1/4 Total Inches in 1 Week**

11 **Carol Surprise Age: 48**

12 CAROL SURPRISE: Having discovered the Gym Bar
13 and the breathing exercises, I can't see any reason why
14 anyone wouldn't want to try it. It's so simple, it's
15 fast and you do get results.

16 **ON SCREEN: Dr. Ron Rothenberg, M.D.**

17 **California Healthspan Institute**

18 DR. RON ROTHENBERG: I could not be sitting
19 here saying this is great and I'm going to be using it
20 for my patients if I didn't see these kind of results.
21 It worked.

22 GREER CHILDERS: The way BodyFlex works is it's
23 designed to work fast. I mean, four to 14 inches in the
24 first week is unbelievable. And the only reason I did it
25 was because I didn't believe that it would even work. I

1 thought, oh, four to 14 inches the first week, I'm sure.
2 So, basically I did it because I wanted to prove them
3 wrong. But to my surprise, I was the wrong one. I ended
4 up getting 10 inches off my body in the first seven days.
5 So, that's fast.

6 **ON SCREEN: This is a paid presentation for**
7 **Body Flex +**

8 MALE ANNOUNCER: Are you a size 20 and want to
9 be a size 12?

10 UNIDENTIFIED FEMALE: With BodyFlex, I lost 200
11 pounds.

12 MALE ANNOUNCER: Are you a size 14 and want to
13 be a size 4?

14 **ON SCREEN: Results may vary. As with any**
15 **fitness program, a sensible eating plan is required in**
16 **order to achieve long term weight loss results.**

17 DAWN HALASZ: I'm thrilled -- are you
18 kidding -- to be thin.

19 **ON SCREEN: In Just 7 Days**
20 **Lose**

21 **4 to 14 inches**

22 **Guaranteed**

23 **Body Flex +**

24 MALE ANNOUNCER: Well, now, in just seven days,
25 you can lose from four to 14 inches guaranteed with

1 BodyFlex Plus.

2 **ON SCREEN: Over 20 million**

3 MALE ANNOUNCER: Over 20 million people have
4 learned the BodyFlex secret. Now, you can, too.

5 **ON SCREEN: Secret of BodyFlex**

6 **Power of Oxygen**

7 **Burn Fat**

8 **Lose Inches Fast**

9 MALE ANNOUNCER: The secret of BodyFlex lies in
10 the power of oxygen to burn fat. With BodyFlex
11 breathing, you'll supercharge your blood with fat-burning
12 oxygen and you'll lose inches fast --

13 **ON SCREEN: Guarantees**

14 **Lose**

15 **4 to 14 Inches**

16 **in just 7 Days**

17 **(In very small print) Measured across your 6**
18 **target areas**

19 MALE ANNOUNCER: -- so fast that BodyFlex
20 guarantees you'll lose four to 14 inches across your
21 target areas in the first seven days.

22 **ON SCREEN: Upper Abs**

23 **Lower Abs**

24 **Waist**

25 **Hips**

1 **Thighs**

2 **Upper Arms**

3 **4 to 14 Inches**

4 MALE ANNOUNCER: That's the upper abs, lower
5 abs, waist, hips, thighs and upper arms. That's right,
6 four to 14 inches in the first seven days.

7 **ON SCREEN: Ann Wyles**

8 (In very small print) Average inch loss in a
9 recent study was 7 inches in 7 days. As with any fitness
10 program, a sensible eating plan is required in order to
11 achieve long term weight loss results.

12 ANN WYLES: I lost 10-and-one-quarter inches in
13 one week.

14 **ON SCREEN: Faye Weiss**

15 (In very small print) Average inch loss in a
16 recent study was 7 inches in 7 days. As with any fitness
17 program, a sensible eating plan is required in order to
18 achieve long term weight loss results.

19 FAYE WEISS: I lost 13 inches in a week.

20 **ON SCREEN: Dodi Tapaya**

21 (In very small print) Average inch loss in a
22 recent study was 7 inches in 7 days. As with any fitness
23 program, a sensible eating plan is required in order to
24 achieve long term weight loss results.

25 DODI TAPAYA: I lost seven-and-a-quarter inches

1 in a week.

2 **ON SCREEN: Lori Mitchell-Barnett**

3 LORI MITCHELL-BARNETT: I lost six-and-three-
4 quarters inches.

5 **ON SCREEN: Sharon Borst**

6 SHARON BORST: I lost over seven-and-a-half
7 inches.

8 **ON SCREEN: Marijo Luranc**

9 MARIJO LURANC: I lost seven inches in a week.

10 **ON SCREEN: Carol Surprise**

11 CAROL SURPRISE: I lost seven-and-a-quarter
12 inches.

13 **ON SCREEN: Dorthy Albee**

14 DORTHY ALBEE: Eight inches in one week.

15 **ON SCREEN: (In very small print) Just combine**
16 **Body Flex + with a normal sensible eating plan.**

17 GREER CHILDERS: You're allowed to live a
18 normal life. This program is not about food. Hallelujah
19 for once.

20 **ON SCREEN: BodyFlex Breathing**

21 MALE ANNOUNCER: The secret is how BodyFlex
22 breathing is combined with --

23

24 **ON SCREEN: BodyFlex GymBar**

25 MALE ANNOUNCER: -- Greer's patented Gym Bar

1 and, best of all, the entire program is done while
2 sitting down.

3 **ON SCREEN: Aerobic Breathing + Resistance**
4 **Faster Results**

5 MALE ANNOUNCER: The powerful combination of
6 aerobic breathing plus resistance gets you faster,
7 quicker results.

8 **ON SCREEN: Dr. Daniel Cosgrove, M.D.**
9 **Medical Director, Wellmax Center**

10 DR. DANIEL COSGROVE: It's only a few minutes
11 and it will deliver the results.

12 **ON SCREEN: Just Minutes a Day**

13 MALE ANNOUNCER: That's right. It's just
14 minutes and you'll see the inches melting off day by day,
15 then week by week, you'll see your dress size getting
16 smaller. Call now to order the complete BodyFlex System.

17 **ON SCREEN: Getting Started Video**
18 **Minutes A Day Workout**

19 MALE ANNOUNCER: You'll receive the Getting
20 Started video where Greer takes you step-by-step teaching
21 you the secret of BodyFlex breathing and you'll also
22 receive the Minutes a Day workout video which combines
23 BodyFlex breathing with the Gym Bar for fast inch loss.

24

25 **ON SCREEN: Patented Gymbar**

1 **Unique Rolling Feature!**

2 MALE ANNOUNCER: Your BodyFlex System includes
3 Greer's patented Gym Bar with its unique rolling feature
4 that adds approximately five pounds with each roll.
5 There's nothing like it to firm and sculpt your body.

6 When you're done with your Minutes a Day
7 workout, just tuck the Gym Bar in your attractive carry
8 bag. Slide it into a drawer or take it anywhere you go.

9 **ON SCREEN; Tape Measure Included**

10 MALE ANNOUNCER: Greer is so confident you'll
11 lose inches, she includes a tape measure in every kit so
12 you can see with your own eyes the amazing inch loss.

13 GREER CHILDERS: People continually say to me,
14 oh, we can't lose anything in seven days. I said, oh,
15 really, well, here's a tape measure, go see for yourself.
16 The tape measure doesn't lie. Either you're smaller or
17 you're not.

18 **ON SCREEN: Other Programs**

19 **\$**

20 MALE ANNOUNCER: Other programs may cost
21 hundreds of dollars and still not guarantee these kinds
22 of results.

23 **ON SCREEN: 3 Payments \$19.95**

24 **Plus S&H**

25 **Send check or money order to:**

For The Record, Inc.
Waldorf, Maryland
(301) 870-8025

1 **Body Flex (illegible) Van Nuys, CA (illegible)**

2 **www.bodyflex.com**

3 **14:01 (counting down) Time Left to Call**

4 **Money Back Guarantee**

5 **Call Now**

6 **Body Flex +**

7 **1-800-473-9911**

8 **MALE ANNOUNCER:** But when you call right now,
9 you can receive BodyFlex for just three easy payments of
10 \$19.95. At that price, how can you afford not to try
11 BodyFlex?

12 But wait, if you call within the next few
13 minutes, we'll make one payment for you. That's right,
14 you'll make just two payments of \$19.95.

15 **ON SCREEN: Just 2 Payments \$19.95**

16 **Plus S&H**

17 **Send check or money order to:**

18 **Body Flex (illegible) Van Nuys, CA (illegible)**

19 **www.bodyflex.com**

20 **14:01 (counting down) Time Left to Call**

21 **Money Back Guarantee**

22 **Call Now**

23 **Body Flex +**

24 **1-800-473-9911**

25

1 MALE ANNOUNCER: And when you call for this
2 special TV offer, we'll include Greer's own personal
3 success plan, a quick start guide full of Greer's tips to
4 help you maximize your inch loss. And, remember, if for
5 any reason in 30 days, you're not completely satisfied
6 with your BodyFlex results, return it for a full refund
7 of the purchase price.

8 GREER CHILDERS: You have nothing to lose. If
9 this program doesn't do for you what I say it's going to
10 do, send it back to me. I'll send you all your money
11 back. No questions asked.

12 MALE ANNOUNCER: You get all this, the BodyFlex
13 step-by-step instruction video, Greer's Minutes a Day do
14 along video, Greer's patented Gym Bar, tape measure,
15 carry bag and Greer's personal quick start guide to
16 maximum inch loss all for just two payments of \$19.95 if
17 you call within the next few minutes. Call to start
18 losing your inches now.

19 GREER CHILDERS: Use the tape measure, prove me
20 wrong. I'm giving you all the reasons why BodyFlex
21 works. Prove me wrong.

22 MALE ANNOUNCER: Don't miss out on this
23 incredible offer to look great and feel great fast.

24 MALE ANNOUNCER: Call 1-800-473-9911. Call
25 now.

1 **ON SCREEN: Before photo**

2 **Size 20 to Size 10/12**

3 ERIKA WEAKLEY: BodyFlex got me out of this
4 shirt. I don't have to wear it anymore. If I put it on,
5 I can put it on, but I know I don't have to keep it on
6 and now I can wear just about anything I want to and it
7 doesn't have to be tight.

8 **ON SCREEN: Before photo**

9 **Size 12 to Size 4**

10 DAWN HALASZ: These were the pants I wore when
11 I was my biggest and these were skintight on me.

12 **ON SCREEN: Sherry Sheppard**

13 **Age: 44 Size: 32 to 16**

14 **Results may vary. The average inch loss in a**
15 **recent study was 7 inches in 7 days. As with any fitness**
16 **program, a sensible eating plan is required in order to**
17 **achieve long term weight loss results.**

18 SHERRY SHEPPARD: The first seven days that I
19 had done BodyFlex, I lost 23 inches. In the first five
20 months, I went down five sizes. People are going, what
21 are you doing because they just don't believe it actually
22 works, and it does. Look what I've lost. It's gone.
23 It's not there no more. It's like no more me. I'm all
24 shrunk down.

25

1 **ON SCREEN: Greer Childers**

2 **Age: 57**

3 GREER CHILDERS: You're allowed to live a
4 normal life. This program is not about food. Hallelujah
5 for once. We're sick and tired of people telling us, you
6 can't eat this and you can't do this and you can't have
7 this and you can't have this, low carbs, low fat, low --
8 I mean, we don't even understand it in the first place.

9 So, we have to work -- we have to work on a
10 fitness program that's something other than about food.
11 This program is not about food. This program teaches you
12 to control your body fat with something other than food.
13 It's losing inches and losing body fat and toning up all
14 at the same time, which produces fitness, and that's what
15 BodyFlex is about. It's not just about dropping 20
16 pounds like that. It's about inch loss, weight loss and
17 toning all at the same time so we can look our best.

18 **ON SCREEN: Size 9 to Size 1**

19 **Jennifer Smith**

20 **Age: 36**

21 JENNIFER SMITH: At 36 years old, I think I
22 look better than I did when I was 18. Last year for the
23 first time in probably 15 years, I bought a two-piece
24 bathing suit and I've been told I look great in it. You
25 know, that feels great. And if it wasn't for BodyFlex, I

1 probably wouldn't have done that.

2 **ON SCREEN: Lost 7 1/4 Inches In 1 Week**

3 **Carol Surprise**

4 **Age: 48**

5 CAROL SURPRISE: I can't stick to diets. I
6 haven't found anything that works better than BodyFlex.
7 It's too easy. It really is.

8 GREER CHILDERS: BodyFlex is a specialized
9 breathing technique which increases the oxygen level to
10 your body. And, of course, with increased oxygen to your
11 body, you have more energy and you have the ability to
12 burn more fat because oxygen is the key ingredient in
13 burning body fat. So, it's real simple. Oxygen burns
14 fat, oxygen produces energy and that's what BodyFlex
15 teaches, those two things.

16 **ON SCREEN: Erika Weakley**

17 **Age: 27 Size: 20 to 10**

18 ERIKA WEAKLEY: The first week, I lost an
19 average of 12 inches all over.

20 **ON SCREEN: Lost 12 inches in 1 Week**

21 **Before and After photos**

22 ERIKA WEAKLEY: So, it's amazing to me. I
23 can't think of anything that I could do in a week and
24 notice a change in my body that fast.

25 **ON SCREEN: Size 12 to Size 4**

1 **Before and After photos**

2 DAWN HALASZ: I've never been this thin in my
3 whole life. I've never been able to keep weight off of
4 me. It works. It works.

5 **ON SCREEN: Dawn Halasz**

6 **Age: 32 Size: 12 to 4**

7 DAWN HALASZ: I can't stress enough how much it
8 works.

9 GREER CHILDERS: Research has shown that
10 aerobic breathing combined with resistance training gets
11 you faster, bigger results, and I'm always looking for
12 faster ways to get yourself in shape. And so, BodyFlex
13 breathing has always been a winner. But now, at
14 different stages of our life, we need different things.
15 Women over 40 need weight bearing exercise, they just do.
16 They do. Everybody will say so. They do. And so, what
17 I have done is I've put together this so you can do the
18 BodyFlex breathing with the magic of the Gym Bar produces
19 fast results, and that's what we want.

20 It's a resistance bar that I designed to be
21 done sitting down, because I have many clients who are
22 challenged or in a wheelchair and most people -- a lot of
23 people watching today have challenges. They're either
24 homebound or they're bedridden or they're in a wheelchair
25 or they've just had surgery or maybe they're obese or

1 maybe they're just plain lazy and they just want to sit
2 down and exercise, but there's nothing for them.

3 What I've done is I've designed this so they
4 can do it sitting down in their living room, watching
5 their favorite TV show and getting in shape all at the
6 same time. Burning excess body fat and building muscle
7 all at the same time. I'd like to know another exercise
8 that can do that. It's sturdy, it's compact, it's
9 portable, it's durable, and you get fast results.

10 **ON SCREEN: Clinical Study**

11 MALE ANNOUNCER: BodyFlex produces fast results
12 because it continues to burn calories even after you've
13 finished your workout.

14 **ON SCREEN: Graph**

15 **BodyFlex + vs. Treadmill (3mph)**

16 **Calories Burned**

17 MALE ANNOUNCER: For example, BodyFlex and
18 treadmill exercise burn about the same amount of calories
19 during the exercise, but the power of BodyFlex is that
20 after the exercise is finished, you continue to burn more
21 calories.

22 **ON SCREEN: Dr. Daniel Cosgrove, M.D.**

23 **Medical Director, Wellmax Center**

24 DR. DANIEL COSGROVE: I think it is surprising
25 how a person can sit in one place and literally be

1 watching TV while they're doing exercise and they can
2 still beat the treadmill. We compared the exact same
3 time on the treadmill with the BodyFlex System and the
4 BodyFlex System burned more calories. It works better.

5 **ON SCREEN: Marijo Luranc**

6 MARIJO LURANC: I've been going to a gym for
7 eight months and I did not see the results that I saw
8 with BodyFlex but only in one week's time.

9 **ON SCREEN: Before photo**

10 SHERI DEPTULA: After having my son, I had a
11 huge -- I mean, I really had a huge stomach. I would sit
12 down and it just all would -- I had rolls. And now, I
13 have a flat stomach again and my waist is tiny.

14 DAWN HALASZ: That is actually amazing that
15 this is -- instead of having to jog and get rid of the
16 size of your legs, this got rid of that for me.

17 GREER CHILDERS: Women have a thing, they want
18 it now. If they can't have it now, they're on to
19 something else. And so, BodyFlex fits right into that
20 line. Four to 14 inches in the first seven days. Hmm.
21 What more could someone ask for in a fitness program?

22 **ON SCREEN: (In very small print) Average inch**
23 **loss in a recent study was 7 inches in 7 days. As with**
24 **any fitness program, a sensible eating plan is required**
25 **in order to achieve long term weight loss results.**

1 ANN WYLES: I lost 10-and-one-quarter inches in
2 one week.

3 JOYA FRAZZETTA: Nine inches in one week.

4 FAYE WEISS: I lost 13 inches in a week.

5 DODI TAPAYA: I lost seven-and-a-quarter inches
6 in a week.

7 LORI MITCHELL-BARNETT: I lost six-and-three-
8 quarters inches.

9 SHARON BORST: I lost over seven-and-a-half
10 inches.

11 MARIJO LURANC: I lost seven inches in a week.

12 CAROL SURPRISE: I lost seven-and-a-quarter
13 inches.

14 DORTHY ALBEE: Eight inches in one week.

15 GREER CHILDERS: I want you to experience the
16 benefits of BodyFlex. Feel better. Have the opportunity
17 to experience the results that you've always wanted and
18 never thought you could get. BodyFlex is a program that
19 was basically a lifesaver for me. Let it be one for you.
20 Order now. Right now.

21 **ON SCREEN: This is a paid presentation for**
22 **Body Flex +**

23 MALE ANNOUNCER: Are you a size 20 and want to
24 be a size 12?

25 UNIDENTIFIED FEMALE: With BodyFlex, I lost 200

1 pounds.

2 MALE ANNOUNCER: Are you a size 14 and want to
3 be a size 4?

4 ON SCREEN: Results may vary. As with any
5 fitness program, a sensible eating plan is required in
6 order to achieve long term weight loss results.

7 DAWN HALASZ: I'm thrilled -- are you
8 kidding -- to be thin.

9 ON SCREEN: In Just 7 Days

10 Lose

11 4 to 14 inches

12 Guaranteed

13 Body Flex +

14 MALE ANNOUNCER: Well, now, in just seven days,
15 you can lose from four to 14 inches guaranteed with
16 BodyFlex Plus.

17 ON SCREEN: Over 20 million

18 MALE ANNOUNCER: Over 20 million people have
19 learned the BodyFlex secret. Now, you can, too.

20 ON SCREEN: Secret of BodyFlex

21 Power of Oxygen

22 Burn Fat

23 Lose Inches Fast

24 MALE ANNOUNCER: The secret of BodyFlex lies in
25 the power of oxygen to burn fat. With BodyFlex

1 breathing, you'll supercharge your blood with fat-burning
2 oxygen and you'll lose inches fast --

3 **ON SCREEN: Guarantees**

4 **Lose**

5 **4 to 14 Inches**

6 **in just 7 Days**

7 **(In very small print) Measured across your 6**
8 **target areas**

9 MALE ANNOUNCER: -- so fast that BodyFlex
10 guarantees you'll lose four to 14 inches across your
11 target areas in the first seven days.

12 **ON SCREEN: Upper Abs**

13 **Lower Abs**

14 **Waist**

15 **Hips**

16 **Thighs**

17 **Upper Arms**

18 **4 to 14 Inches**

19 MALE ANNOUNCER: That's the upper abs, lower
20 abs, waist, hips, thighs and upper arms. That's right,
21 four to 14 inches in the first seven days.

22 **ON SCREEN: Ann Wyles**

23 **(In very small print) Average inch loss in a**
24 **recent study was 7 inches in 7 days. As with any fitness**
25 **program, a sensible eating plan is required in order to**

1 **achieve long term weight loss results.**

2 ANN WYLES: I lost 10-and-one-quarter inches in
3 one week.

4 **ON SCREEN: Faye Weiss**

5 (In very small print) Average inch loss in a
6 recent study was 7 inches in 7 days. As with any fitness
7 program, a sensible eating plan is required in order to
8 achieve long term weight loss results.

9 FAYE WEISS: I lost 13 inches in a week.

10 **ON SCREEN: Dodi Tapaya**

11 (In very small print) Average inch loss in a
12 recent study was 7 inches in 7 days. As with any fitness
13 program, a sensible eating plan is required in order to
14 achieve long term weight loss results.

15 DODI TAPAYA: I lost seven-and-a-quarter inches
16 in a week.

17 **ON SCREEN: Lori Mitchell-Barnett**

18 LORI MITCHELL-BARNETT: I lost six-and-three-
19 quarters inches.

20 **ON SCREEN: Sharon Borst**

21 SHARON BORST: I lost over seven-and-a-half
22 inches.

23 **ON SCREEN: Marijo Luranc**

24 MARIJO LURANC: I lost seven inches in a week.

25 **ON SCREEN: Carol Surprise**

1 CAROL SURPRISE: I lost seven-and-a-quarter
2 inches.

3 **ON SCREEN: Dorthy Albee**

4 DORTHY ALBEE: Eight inches in one week.

5 **ON SCREEN: (In very small print) Just combine**
6 **Body Flex + with a normal sensible eating plan.**

7 GREER CHILDERS: You're allowed to live a
8 normal life. This program is not about food. Hallelujah
9 for once.

10 **ON SCREEN: BodyFlex Breathing**

11 MALE ANNOUNCER: The secret is how BodyFlex
12 breathing is combined with --

13 **ON SCREEN: BodyFlex GymBar**

14 MALE ANNOUNCER: -- Greer's patented Gym Bar
15 and, best of all, the entire program is done while
16 sitting down.

17 **ON SCREEN: Aerobic Breathing + Resistance**
18 **Faster Results**

19 MALE ANNOUNCER: The powerful combination of
20 aerobic breathing plus resistance gets you faster,
21 quicker results.

22 **ON SCREEN: Dr. Daniel Cosgrove, M.D.**

23 **Medical Director, Wellmax Center**

24 DR. DANIEL COSGROVE: It's only a few minutes
25 and it will deliver the results.

1 **ON SCREEN: Just Minutes a Day**

2 MALE ANNOUNCER: That's right. It's just
3 minutes and you'll see the inches melting off day by day,
4 then week by week, you'll see your dress size getting
5 smaller. Call now to order the complete BodyFlex System.

6 **ON SCREEN: Getting Started Video**

7 **Minutes A Day Workout**

8 MALE ANNOUNCER: You'll receive the Getting
9 Started video where Greer takes you step-by-step teaching
10 you the secret of BodyFlex breathing and you'll also
11 receive the Minutes a Day workout video which combines
12 BodyFlex breathing with the Gym Bar for fast inch loss.

13 **ON SCREEN: Patented Gymbar**

14 **Unique Rolling Feature!**

15 MALE ANNOUNCER: Your BodyFlex System includes
16 Greer's patented Gym Bar with its unique rolling feature
17 that adds approximately five pounds with each roll.
18 There's nothing like it to firm and sculpt your body.

19 When you're done with your Minutes a Day
20 workout, just tuck the Gym Bar in your attractive carry
21 bag. Slide it into a drawer or take it anywhere you go.

22 **ON SCREEN; Tape Measure Included**

23 MALE ANNOUNCER: Greer is so confident you'll
24 lose inches, she includes a tape measure in every kit so
25 you can see with your own eyes the amazing inch loss.

1 GREER CHILDERS: People continually say to me,
2 oh, we can't lose anything in seven days. I said, oh,
3 really, well, here's a tape measure, go see for yourself.
4 The tape measure doesn't lie. Either you're smaller or
5 you're not.

6 **ON SCREEN: Other Programs**

7 **\$**

8 MALE ANNOUNCER: Other programs may cost
9 hundreds of dollars and still not guarantee these kinds
10 of results.

11 **ON SCREEN: 3 Payments \$19.95**

12 **Plus S&H**

13 **Send check or money order to:**

14 **Body Flex (illegible) Van Nuys, CA (illegible)**

15 **www.bodyflex.com**

16 **14:01 (counting down) Time Left to Call**

17 **Money Back Guarantee**

18 **Call Now**

19 **Body Flex +**

20 **1-800-473-9911**

21 MALE ANNOUNCER: But when you call right now,
22 you can receive BodyFlex for just three easy payments of
23 \$19.95. At that price, how can you afford not to try
24 BodyFlex?

25 But wait, if you call within the next few

1 minutes, we'll make one payment for you. That's right,
2 you'll make just two payments of \$19.95.

3 **ON SCREEN: Just 2 Payments \$19.95**

4 **Plus S&H**

5 **Send check or money order to:**

6 **Body Flex (illegible) Van Nuys, CA (illegible)**

7 **www.bodyflex.com**

8 **14:01 (counting down) Time Left to Call**

9 **Money Back Guarantee**

10 **Call Now**

11 **Body Flex +**

12 **1-800-473-9911**

13 **MALE ANNOUNCER:** And when you call for this
14 special TV offer, we'll include Greer's own personal
15 success plan, a quick start guide full of Greer's tips to
16 help you maximize your inch loss. And, remember, if for
17 any reason in 30 days, you're not completely satisfied
18 with your BodyFlex results, return it for a full refund
19 of the purchase price.

20 **GREER CHILDERS:** You have nothing to lose. If
21 this program doesn't do for you what I say it's going to
22 do, send it back to me. I'll send you all your money
23 back. No questions asked.

24 **MALE ANNOUNCER:** You get all this, the BodyFlex
25 step-by-step instruction video, Greer's Minutes a Day do

1 along video, Greer's patented Gym Bar, tape measure,
2 carry bag and Greer's personal quick start guide to
3 maximum inch loss all for just two payments of \$19.95 if
4 you call within the next few minutes. Call to start
5 losing your inches now.

6 GREER CHILDERS: Use the tape measure, prove me
7 wrong. I'm giving you all the reasons why BodyFlex
8 works. Prove me wrong.

9 MALE ANNOUNCER: Don't miss out on this
10 incredible offer to look great and feel great fast.

11 MALE ANNOUNCER: Call 1-800-473-9911. Call
12 now.

13 **ON SCREEN: Call Now BodyFlex +**
14 **1-800-473-9911**
15 **www.bodyflex.com**

16 GREER CHILDERS: Everybody that's overweight
17 and out of shape is desperate and they do give up because
18 if all women are the same, which I believe they are, they
19 try everything. Roller, rocker, rider, cruncher, buster,
20 blaster, we have it all and we've tried it all and still
21 we're huge and we don't know what to do.

22 And so, when we find something that we can even
23 get a little bit of results, I mean, this is like -- this
24 is like a new lease on life for all of us. And so, like
25 myself, when I lost the first week, I didn't know how it

1 worked and I really didn't care to tell you the truth. I
2 just knew I was getting results and I had hope for the
3 first time in years.

4 **ON SCREEN: Lost 200 Pounds**

5 **Before photo**

6 **Call Now BodyFlex +**

7 **1-800-473-9911**

8 **www.bodyflex.com**

9 UNIDENTIFIED FEMALE: I am so glad I was awake
10 at 5:00 that morning listening to Greer and listening to
11 BodyFlex and going, I've got to try that, it looks like I
12 could do that so easily.

13 **ON SCREEN: Size 20 to Size 10**

14 **Before photo**

15 **Call Now BodyFlex +**

16 **1-800-473-9911**

17 **www.bodyflex.com**

18 ERIKA WEAKLEY: I know it works because I'm
19 proof. I have proof. I had a whole closet full of
20 clothes that were proof, but I threw those out because I
21 didn't need them anymore. It just works. That's all I
22 can say, it works.

23 **ON SCREEN: Size 12 to Size 4**

24 **Before photo**

25 **Call Now BodyFlex +**

1 **1-800-473-9911**

2 **www.bodyflex.com**

3 DAWN HALASZ: I'm thrilled -- are you
4 kidding -- to be thin. I thought it was impossible. I
5 thought I just don't have the body type to be thin is
6 what I thought before BodyFlex.

7 **ON SCREEN: Lost 42 Pounds**

8 **Lost 32 Inches**

9 **Before photo**

10 **Call Now BodyFlex +**

11 **1-800-473-9911**

12 **www.bodyflex.com**

13 SHERI DEPTULA: If somebody was where I was, 42
14 pounds and 35 inches ago, I'd beg them to try BodyFlex.
15 Honest to heaven, I did not think it would work. I
16 thought it was insane. I didn't want to
17 spend -- I was thinking, well, we have to be really
18 careful with money, we have a brand new baby, wasn't
19 going to do it. The best thing ever. In seven days, I
20 had lost inches already. It was the best thing that ever
21 happened.

22 **ON SCREEN: Call Now BodyFlex +**

23 **1-800-473-9911**

24 **www.bodyflex.com**

25

1 GREER CHILDERS: This program is designed --
2 was really designed for the hopeless because I was one of
3 them. And if anyone watching feels like they fall into
4 that category, BodyFlex is an opportunity for them to get
5 themselves out, you know, break out. It's a program that
6 doesn't take very long and everyone can give up 15
7 minutes a day, everybody. And basically you can still
8 live a normal life and eat the way you want. It doesn't
9 cost every much and the results are phenomenal. I mean,
10 somewhere between four and 14 inches lost the first week,
11 is where you're going to fall.

12 Now, you've got seven days to try. You're not
13 going to give up three months, nobody is. But you're
14 willing to try seven days to see for yourself. Use the
15 tape measure, prove me wrong. I'm giving you all the
16 reasons why BodyFlex works. Prove me wrong. Try the
17 program, you have nothing to lose except the unwanted
18 weight that you didn't want anyway.

19 **ON SCREEN: Just 2 Payments \$19.95**
20 **Plus S&H**
21 **Send check or money order to:**
22 **Body Flex (illegible) Van Nuys, CA (illegible)**
23 **www.bodyflex.com**
24 **14:01 (counting down) Time Left to Call**
25 **Money Back Guarantee**

1 **Call Now**
2 **Body Flex +**
3 **1-800-473-9911**

4 MALE ANNOUNCER: There's only seconds left.
5 Don't miss out on this incredible opportunity. Pick up
6 the phone and call now to receive BodyFlex for only two
7 payments of 1995. BodyFlex guarantees you'll lose inches
8 or your money back, so there's no risk. Don't wait.
9 Pick up the phone and call now before time runs out.
10 Look great, feel great fast. BodyFlex is an incredible
11 offer. Call now.

12 MALE ANNOUNCER: Call 1-800-473-9911. Call
13 now.

14 **ON SCREEN: The preceding has been a paid**
15 **presentation for BodyFlex +**

16 MALE ANNOUNCER: This has been a paid
17 presentation for BodyFlex.

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

19
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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: 0323212
CASE TITLE: BODYFLEX EXERCISE PROGRAM
TAPING DATE: FEBRUARY 8, 2003
TRANSCRIPTION DATE: SEPTEMBER 2, 2003

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: SEPTEMBER 2, 2003

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