<table>
<thead>
<tr>
<th>VIDEOTAPE</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BodyFlex Infomercial</td>
<td>3</td>
</tr>
</tbody>
</table>
In the Matter of:  

BodyFlex Exercise Program  

Matter No. 0323212  

February 8, 2003  

The following transcript was produced from a live tape provided to For The Record, Inc. on August 29, 2003.
ON SCREEN: The following is a paid presentation for Body Flex +.

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

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

UNIDENTIFIED FEMALE: Size really matters to me.

SHERRY SHEPPARD: Size matters. It does.

UNIDENTIFIED FEMALE: Size definitely matters.

ALICIA NURICK: Size matters very much.

CAROL SURPRISE: The size does matter.

UNIDENTIFIED FEMALE: Small is always better.

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

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

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

ON SCREEN: Before and After photos

Lose Inches Across Your Body
MALE ANNOUNCER: Do you want to change your size and lose inches fast?

ON SCREEN: Lost 13 Total Inches in 1 Week

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

FAYE WEISS: I lost 13 inches in a week.

ON SCREEN: Lost 14 Total Inches in 1 Week

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

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

ON SCREEN: Lost 62 Total Inches

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

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

ON SCREEN: Lost 3 Dress Sizes in 3 Months

FRANCINE SCOLARO: I lost three dress sizes in three months.
ON SCREEN:  Size 20 to 10 1/2
ERIKA WEAKLEY:  I've gone from a size 20 to a size 10/12.

ON SCREEN:  Size 14 to 4
DAWN HALASZ:  I went from a size 14 to size 4.

ON SCREEN:  Before and After photos
Lost 200 Pounds
UNIDENTIFIED FEMALE:  I lost 200 pounds at age 50 and if I can do it, anybody can do it.

ON SCREEN:  Greer Childers
Age:  57

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

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

ON SCREEN:  Greer Childers

MALE ANNOUNCER:  -- has been sharing the secret of her amazing weight loss program that --
ON SCREEN:  GUARANTEES
MALE ANNOUNCER:  -- guarantees you'll --
ON SCREEN:  LOSE
MALE ANNOUNCER:  -- lose four --
ON SCREEN:  4 to 14 inches
MALE ANNOUNCER:  -- to 14 inches across your
body --
ON SCREEN:  In only 7 Days
MALE ANNOUNCER:  -- in only seven days.
ON SCREEN:  Over 20 Million
MALE ANNOUNCER:  Over 20 million people have
learned the secret and experienced life-changing results
of --
ON SCREEN:  Fast Inch Loss
MALE ANNOUNCER:  -- fast inch loss and
transformed their bodies through the power of aerobic
breathing.
ON SCREEN:  Aerobic Breathing
(In very small print) As with any fitness
program, a sensible eating plan is required in order to
achieve long term weight loss results.
MALE ANNOUNCER:  And it's so easy virtually
anyone can do it.
ON SCREEN:  Learn the Secret
MALE ANNOUNCER:  Now, you can learn the secret
of fast inch loss with Body Flex Plus.

ON SCREEN: Body Flex +

ON SCREEN: Greer Childers

Age: 57

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

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

ON SCREEN: Across your 6 target areas

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

The first seven days, to my amazement, I lost 10 inches in my midsection alone. I tell you what, back then, I didn't know anything about exercise. I didn't
know why it worked, I didn't know how it worked and, furthermore, I didn't care. I just know for the first time in my life I had hope. I looked at myself in the mirror and I thought, I'm getting smaller.

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

ON SCREEN: Alicia Nurick
Age: 57 Size: 22 to 14

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

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

ON SCREEN: Lost 8 Total Inches in 1 Week
Dorthy Albee
Age: 37

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

DOROTHY ALBEE: I can't believe the results after a week. I think I'm still in shock about that.

ON SCREEN: Lost 9 Total Inches in 1 Week

Joya Frazzetta

Age: 36

JOYA FRAZZETTA: It was unbelievable to lose nine inches in one week.

ON SCREEN: Lost 12 Dress Sizes With BodyFlex

Sheri Deptula

Age: 30

(In very small print) Results may vary. As with any fitness program, a sensible eating plan is required to achieve long term weight loss results.

SHERI DEPTULA: In 15 minutes a day in the first week, I had already lost weight.

ON SCREEN: Before and After photos

Lost 42 Pounds

SHERI DEPTULA: And in six months, I had lost all the weight, and four years later, it hasn't come back.

ON SCREEN: Body Flex +

MALE ANNOUNCER: BodyFlex is an accelerated --

ON SCREEN: Aerobic Breathing

+
Resistance

MALE ANNOUNCER: -- aerobic breathing technique combined with resistance training that produces bigger --

ON SCREEN:  Faster Results

MALE ANNOUNCER: -- faster results.

ON SCREEN:  Body Flex +

Breathing

GREER CHILDERS: The secret of this program comes in the BodyFlex breathing. Let me explain.

ON SCREEN:  Greer Childers

Age:  57

GREER CHILDERS: We all know we have to become aerobic to burn body fat. But what is aerobic anyway? Most people think that it's running or jogging or Jazzercise or movement of some kind, but the truth is, the word "aerobic" simply means increasing oxygen to the body through breathing.

ON SCREEN:  Aerobic

Increasing

Oxygen to

the Body

through

Breathing

GREER CHILDERS: So, the aerobic part of all or any exercise comes in your breathing, not the activity
you're involved with. And we here in Western
civilization, of course, are shallow tidal (phonetic)
breathers. We use less than one-fifth of our lungs to
breathe on a daily basis.

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

(Music playing.)

ON SCREEN: Animation of human body
Exercise
Oxygenate
Use Oxygen

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

So, BodyFlex is a system that we've
streamlined. You can do it sitting, standing or even
lying down. It produces energy, it burns excess body fat
and it tones all at the same time.

**ON SCREEN: Before photo**

**Becky Evans**

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

**BECKY EVANS:** It's hard to tell somebody because you know you're going to get that reaction.

Yeah, I just breathe differently. And they say, well, you can't. It's too easy. And I said, I know, it is easy and it's simple to do.

**ON SCREEN: Sherry Sheppard**

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

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

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

**ON SCREEN: Before photo**

**Size 16 to Size 8**

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

**UNIDENTIFIED FEMALE:** My big changes have been from the top of my head to the bottom of my toes and
that's the truth. But if you do BodyFlex and you do it as she instructs it, you lose overall.

**ON SCREEN: Body Flex + Resistance**

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

**ON SCREEN: Aerobic Breathing + Resistance**

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

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

**ON SCREEN: Faster Results**

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

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

Pictures of Greer doing exercises

Tricep Tightener

Shoulder Builder

Ab Flattener

Waist Reducer

Butt & Leg Toner

GREER CHILDERS: I've covered all areas that we women have problems with. Now, listen to what they are. I've covered our biceps and I've covered our
triceps. I've never met a woman in my life that wasn't bellyaching about that. And I've covered our shoulders, which gives us some shape. Our abs, which is here to flatten our abs. Our waistline, our rear end and our legs. I think that basically covers the area that we women have problems with.

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

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

However, if you're unable to stand up or if you don't want to stand up, if you're just beat from the day, you know, and you just want to sit down and watch your favorite TV show, what you're going to do is you're going to sit down in your chair, because it's designed to be
done sitting down, you just put this simply under your feet like this and the process is the same. You're going to lift it and drop it.

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

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

Medical Director, Wellmax Center

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

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

ON SCREEN: Francine Scolaro

Age:  44  Size:  20 to 12
Results may vary. The average inch loss in a recent study was 7 inches in 7 days. As with any fitness program, a sensible eating plan is required in order to achieve long term weight loss results.

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

ON SCREEN: Lost 8 Total Inches in 1 Week
Dorthy Albee
Age: 37
DORTHY ALBEE: I couldn't believe that you could actually exercise and sit in the chair, and that's why I kind of felt like, okay, this isn't going to work any better than anything else, it's not, but it did. It really did. I was surprised.

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

ON SCREEN: 4 to 14 inches across your 6 target areas
GREER CHILDERS: Four to 14 inches in the first seven days. What more could someone ask for in a fitness program?

ON SCREEN: Clinical study

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

ON SCREEN: Ron Rothenberg

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

ANN WYLES: Wow.
DODI TAPAYA: I'm surprised.
UNIDENTIFIED FEMALE: Thirteen inches.
FAYE WEISS: That's amazing.
UNIDENTIFIED FEMALE: That's good.
UNIDENTIFIED FEMALE: That's really good.

ON SCREEN: Group Average
Lost 7 Inches in One Week

Body Flex + Clinical Study
The average inch loss in a recent study was 7 inches in 7 days. As with any fitness program, a sensible eating plan is required in order to achieve long term weight loss results.

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

ON SCREEN: Faye Weiss
Lost 13 Total Inches in 1 Week
FAYE WEISS: I was really testing it to see if it would do anything. I didn't change my diet and the BodyFlex worked.

ON SCREEN: Ann Wyles
Lost 12 3/4 Total Inches in 1 Week
ANN WYLES: You'd be crazy to not try BodyFlex because it works. It's so easy. BodyFlex is just so simple.

UNIDENTIFIED MALE: Nine inches.

ON SCREEN: Joya Frazzetta
Lost 9 Inches In 1 Week
JOYA FRAZZETTA: Yeah, wonderful. This really works in such a short period of time, it's amazing. It's a lot flatter and it looks a little bit more flattering,
so I've worn it today and I've had this in my closet for a couple months.

ON SCREEN: Lori Mitchell-Barnett

Lost 6 3/4 Total Inches In 1 Week

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

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

California Healthspan Institute

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

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

ON SCREEN: Carol Surprise

Lost 7 1/4 Inches In 1 Week

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

UNIDENTIFIED FEMALE: Yeah. So, are you excited?

CAROL SURPRISE: Yes.

ON SCREEN: Dorthy Albee

Age: 47 Lost 8 Inches
DORTHY ALBEE: And that's only after a week. That's pretty cool.

UNIDENTIFIED FEMALE: This is unbelievable.

ON SCREEN: Lost 8 Total Inches in 1 Week
Dorthy Albee
Age: 37

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

ON SCREEN: Lost 7 1/4 Total Inches in 1 Week
Carol Surprise Age: 48

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

ON SCREEN: Dr. Ron Rothenberg, M.D.
California Healthspan Institute

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

GREER CHILDERS: The way BodyFlex works is it's designed to work fast. I mean, four to 14 inches in the first week is unbelievable. And the only reason I did it was because I didn't believe that it would even work. I
thought, oh, four to 14 inches the first week, I'm sure.
So, basically I did it because I wanted to prove them
wrong. But to my surprise, I was the wrong one. I ended
up getting 10 inches off my body in the first seven days.
So, that's fast.

ON SCREEN: This is a paid presentation for

Body Flex +

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

UNIDENTIFIED FEMALE: With BodyFlex, I lost 200
pounds.

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

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

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

ON SCREEN: In Just 7 Days

Lose
4 to 14 inches
Guaranteed

Body Flex +

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

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

ON SCREEN: Over 20 million

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

ON SCREEN: Secret of BodyFlex
Power of Oxygen
Burn Fat
Lose Inches Fast

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

ON SCREEN: Guarantees
Lose
4 to 14 Inches
in just 7 Days
(In very small print) Measured across your 6
target areas

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

ON SCREEN: Upper Abs
Lower Abs
Waist
Hips
Thighs

Upper Arms

4 to 14 Inches

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

ON SCREEN: Ann Wyles

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

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

ON SCREEN: Faye Weiss

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

FAYE WEISS: I lost 13 inches in a week.

ON SCREEN: Dodi Tapaya

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

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

ON SCREEN: Lori Mitchell-Barnett

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

ON SCREEN: Sharon Borst

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

ON SCREEN: Marijo Luranc

MARIJO LURANC: I lost seven inches in a week.

ON SCREEN: Carol Surprise

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

ON SCREEN: Dorthy Albee

DORTHY ALBEE: Eight inches in one week.

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

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

ON SCREEN: BodyFlex Breathing

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

ON SCREEN: BodyFlex GymBar

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

ON SCREEN: Aerobic Breathing + Resistance Faster Results

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

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

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

ON SCREEN: Just Minutes a Day

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

ON SCREEN: Getting Started Video

Minutes A Day Workout

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

ON SCREEN: Patented Gymbar
Unique Rolling Feature!

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

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

ON SCREEN; Tape Measure Included

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

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

ON SCREEN: Other Programs

$ 

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

ON SCREEN: 3 Payments $19.95

Plus S&H

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, you can receive BodyFlex for just three easy payments of $19.95. At that price, how can you afford not to try BodyFlex?
9. But wait, if you call within the next few minutes, we'll make one payment for you. That's right, you'll make just two payments of $19.95.
10. ON SCREEN: Just 2 Payments $19.95
11. Plus S&H
12. Send check or money order to:
13. Body Flex (illegible) Van Nuys, CA (illegible)
14. www.bodyflex.com
15. 14:01 (counting down) Time Left to Call
16. Money Back Guarantee
17. Call Now
18. Body Flex +
19. 1-800-473-9911
20.
MALE ANNOUNCER: And when you call for this special TV offer, we'll include Greer's own personal success plan, a quick start guide full of Greer's tips to help you maximize your inch loss. And, remember, if for any reason in 30 days, you're not completely satisfied with your BodyFlex results, return it for a full refund of the purchase price.

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

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

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

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

MALE ANNOUNCER: Call 1-800-473-9911. Call now.
ON SCREEN: Before photo

Size 20 to Size 10/12

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

ON SCREEN: Before photo

Size 12 to Size 4

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

ON SCREEN: Sherry Sheppard

Age: 44 Size: 32 to 16

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

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

Age: 57

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

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

ON SCREEN: Size 9 to Size 1

Jennifer Smith

Age: 36

JENNIFER SMITH: At 36 years old, I think I look better than I did when I was 18. Last year for the first time in probably 15 years, I bought a two-piece bathing suit and I've been told I look great in it. You know, that feels great. And if it wasn't for BodyFlex, I
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Waldorf, Maryland
(301) 870-8025

probably wouldn't have done that.

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

Carol Surprise

Age: 48

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

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

ON SCREEN: Erika Weakley

Age: 27  Size: 20 to 10

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

ON SCREEN: Lost 12 inches in 1 Week

Before and After photos

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

ON SCREEN: Size 12 to Size 4
Before and After photos

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

ON SCREEN: Dawn Halasz

Age: 32  Size: 12 to 4

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

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

It's a resistance bar that I designed to be done sitting down, because I have many clients who are challenged or in a wheelchair and most people -- a lot of people watching today have challenges. They're either homebound or they're bedridden or they're in a wheelchair or they've just had surgery or maybe they're obese or
maybe they're just plain lazy and they just want to sit
down and exercise, but there's nothing for them.

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

ON SCREEN: Clinical Study

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

ON SCREEN: Graph

BodyFlex + vs. Treadmill (3mph)

Calories Burned

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

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

Medical Director, Wellmax Center

DR. DANIEL COSGROVE: I think it is surprising
how a person can sit in one place and literally be
watching TV while they're doing exercise and they can still beat the treadmill. We compared the exact same time on the treadmill with the BodyFlex System and the BodyFlex System burned more calories. It works better.

**ON SCREEN: Marijo Luranc**

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

**ON SCREEN: Before photo**

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

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

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

**ON SCREEN: (In very small print) Average inch loss in a recent study was 7 inches in 7 days. As with any fitness program, a sensible eating plan is required in order to achieve long term weight loss results.**
ANN WYLES: I lost 10-and-one-quarter inches in one week.

JOYA FRAZZETTA: Nine inches in one week.

FAYE WEISS: I lost 13 inches in a week.

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

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

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

MARIJO LURANC: I lost seven inches in a week.

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

DORTHY ALBEE: Eight inches in one week.

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

Order now. Right now.

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

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

UNIDENTIFIED FEMALE: With BodyFlex, I lost 200
MALE ANNOUNCER: Are you a size 14 and want to be a size 4?

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

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

ON SCREEN: In Just 7 Days

Lose

4 to 14 inches

Guaranteed

Body Flex +

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

ON SCREEN: Over 20 million

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

ON SCREEN: Secret of BodyFlex

Power of Oxygen

Burn Fat

Lose Inches Fast

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

ON SCREEN: Guarantees

Lose

4 to 14 Inches

in just 7 Days

(In very small print) Measured across your target areas

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

ON SCREEN: Upper Abs

Lower Abs

Waist

Hips

Thighs

Upper Arms

4 to 14 Inches

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

ON SCREEN: Ann Wyles

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

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

ON SCREEN: Faye Weiss

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

FAYE WEISS: I lost 13 inches in a week.

ON SCREEN: Dodi Tapaya

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

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

ON SCREEN: Lori Mitchell-Barnett

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

ON SCREEN: Sharon Borst

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

ON SCREEN: Marijo Luranc

MARIJO LURANC: I lost seven inches in a week.

ON SCREEN: Carol Surprise
CAROL SURPRISE: I lost seven-and-a-quarter inches.

ON SCREEN: Dorthy Albee

DORTHY ALBEE: Eight inches in one week.

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

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

ON SCREEN: BodyFlex Breathing

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

ON SCREEN: BodyFlex GymBar

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

ON SCREEN: Aerobic Breathing + Resistance Faster Results

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

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

Medical Director, Wellmax Center

DR. DANIEL COSGROVE: It's only a few minutes and it will deliver the results.
ON SCREEN: Just Minutes a Day

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

ON SCREEN: Getting Started Video

Minutes A Day Workout

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

ON SCREEN: Patented Gymbar

Unique Rolling Feature!

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

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

ON SCREEN: Tape Measure Included

MALE ANNOUNCER: Greer is so confident you'll lose inches, she includes a tape measure in every kit so you can see with your own eyes the amazing inch loss.
GREER CHILDERS: People continually say to me, oh, we can't lose anything in seven days. I said, oh, really, well, here's a tape measure, go see for yourself. The tape measure doesn't lie. Either you're smaller or you're not.

ON SCREEN: Other Programs

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

ON SCREEN: 3 Payments $19.95

Plus S&H

Send check or money order to:

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

www.bodyflex.com

14:01 (counting down) Time Left to Call

Money Back Guarantee

Call Now

Body Flex +

1-800-473-9911

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

But wait, if you call within the next few
For The Record, Inc.
Waldorf, Maryland
(301)870-8025

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

ON SCREEN: Just 2 Payments $19.95

Plus S&H

Send check or money order to:

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

www.bodyflex.com

14:01 (counting down) Time Left to Call

Money Back Guarantee

Call Now

Body Flex +

1-800-473-9911

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

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

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

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

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

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

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

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

And so, when we find something that we can even get a little bit of results, I mean, this is like -- this is like a new lease on life for all of us. And so, like myself, when I lost the first week, I didn't know how it
worked and I really didn't care to tell you the truth. I just knew I was getting results and I had hope for the first time in years.

ON SCREEN: Lost 200 Pounds
Before photo
Call Now BodyFlex+
1-800-473-9911
www.bodyflex.com

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

ON SCREEN: Size 20 to Size 10
Before photo
Call Now BodyFlex+
1-800-473-9911
www.bodyflex.com

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

ON SCREEN: Size 12 to Size 4
Before photo
Call Now BodyFlex +
DAWN HALASZ: I'm thrilled -- are you kidding -- to be thin. I thought it was impossible. I thought I just don't have the body type to be thin is what I thought before BodyFlex.

ON SCREEN: Lost 42 Pounds
Lost 32 Inches
Before photo

CALL NOW BodyFlex +
1-800-473-9911
www.bodyflex.com

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

ON SCREEN: Call Now BodyFlex +
1-800-473-9911
www.bodyflex.com
GREER CHILDERS:  This program is designed --

was really designed for the hopeless because I was one of

them. And if anyone watching feels like they fall into

that category, BodyFlex is an opportunity for them to get

themselves out, you know, break out. It's a program that
doesn't take very long and everyone can give up 15

minutes a day, everybody. And basically you can still
live a normal life and eat the way you want. It doesn't

cost very much and the results are phenomenal. I mean,
somewhere between four and 14 inches lost the first week.

Now, you've got seven days to try. You're not
going to give up three months, nobody is. But you're
willing to try seven days to see for yourself. Use the

tape measure, prove me wrong. I'm giving you all the
reasons why BodyFlex works. Prove me wrong. Try the

program, you have nothing to lose except the unwanted
weight that you didn't want anyway.

ON SCREEN: Just 2 Payments $19.95

Plus S&H

Send check or money order to:
Body Flex (illegible) Van Nys, CA (illegible)

www.bodyflex.com

Money Back Guarantee

14:01 (counting down) Time Left to Call
Call Now

Body Flex +

1-800-473-9911

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

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

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

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

(The infomercial was concluded.)
CERTIFICATION OF TYPIST

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

CERTIFICATION OF PROOFREADER

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

___________________________
KATHY J. DE MENT