

Exhibit B

OFFICIAL TRANSCRIPT PROCEEDING

FEDERAL TRADE COMMISSION

MATTER NO. 0323139

TITLE EMERSON DIRECT, INC.

**DATE RECORDED: DATES UNKNOWN
TRANSCRIBED: JULY 25, 2003
REVISED: SEPTEMBER 3, 2003**

PAGES 1 THROUGH 15

SMOKE AWAY COMMERCIALS

**FOR THE RECORD, INC.
603 POST OFFICE ROAD, SUITE 309
WALDORF, MARYLAND 20602
(301)870-8025**

FEDERAL TRADE COMMISSION

I N D E X

VIDEOTAPE:

PAGE:

Smoke Away Commercial 1

3

Smoke Away Commercial 2

9

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

FEDERAL TRADE COMMISSION

In the Matter of:)
Emerson Direct, Inc.) Matter No. 0323139

-----)

Dates Unknown

The following transcript was produced from a
live tape provided to For The Record, Inc. on July 11,
2003.

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

2 - - - - -
3 120 SECOND COMMERCIAL

4 ON SCREEN: Materials supplied by
5 Video Monitoring Services of America, LP,
6 may be used for internal review,
7 analysis, or research only.
8 Any editing, reproduction,
9 publications, rebroadcasting, public showing,
10 internet or public display is forbidden and may
11 violate copyright laws.

12 ON SCREEN: (Flashing on screen)

13 Attention Smokers!

14 MALE ANNOUNCER: Attention all smokers.

15 ON SCREEN: KICK THE HABIT!

16 In Just 7 Days

17 MALE ANNOUNCER: Now you can kick the habit in
18 just seven days. That's right.

19 ON SCREEN: Quit Smoking in Just 7 Days!

20 100% Guaranteed!

21 MALE ANNOUNCER: You can quit smoking in only
22 seven days guaranteed.

23 ON SCREEN: Smoke Away

24 MALE ANNOUNCER: Introducing the all-natural
25 Smoke Away System --

1 ON SCREEN: Herbal "Stop Smoking"

2 Program that works!

3 MALE ANNOUNCER: -- the herbal stop smoking
4 program that works to completely stamp out your nicotine
5 cravings in just one week.

6 ON SCREEN: easy

7 safe

8 100%

9 effective

10 Money Back Guarantee!

11 MALE ANNOUNCER: Smoke Away is easy, safe and
12 100 percent effective or your money back.

13 ON SCREEN: Patches

14 Prescriptions

15 Gums

16 MALE ANNOUNCER: Fed up with expensive patches,
17 prescriptions and gums that often don't work?

18 ON SCREEN: Smoke Away

19 Quit Smoking in Just 7 Days!

20 100% Guaranteed!

21 MALE ANNOUNCER: For less than the price of all
22 of them, you can stop smoking in seven days guaranteed.

23 ON SCREEN: Over 100,000

24 have used the

25 Smoke Away System!

1 MALE ANNOUNCER: Over 100,000 people have used
2 the Smoke Away System.

3 ON SCREEN: Smoke Away

4 Dave

5 20 Yr. Smoker

6 Quit in Days!

7 DAVE: I like the fact that Smoke Away is all-
8 natural and it really works.

9 ON SCREEN: Smoke Away

10 Yvonne

11 20 Yr. Smoker

12 Quit in 3 Days!

13 Individual results may vary.

14 YVONNE: I was on the patch for five months
15 with absolutely no results. I did Smoke Away for three
16 days and I've been smoke-free ever since.

17 ON SCREEN: Smoke Away

18 Kevin

19 20 Yr. Smoker

20 Quit in 7 Days!

21 Individual results may vary.

22 KEVIN: Smoke Away has added years to my life.
23 I know now I can enjoy my kids growing up and their kids
24 growing up.

25 ON SCREEN: Smoke Away

1 Catherine & Harvesta

2 CATHERINE: Thanks to Smoke Away, we've been
3 smoke-free for two years and saved \$2,000.

4 CATHERINE AND HARVESTA: Thank you, Smoke Away.

5 ON SCREEN: Contains all-natural herbal
6 ingredients

7 MALE ANNOUNCER: The secret is the unique
8 combination of all-natural herbal ingredients --

9 ON SCREEN: Smoke Away
10 eliminate craving for nicotine

11 MALE ANNOUNCER: -- that work to completely and
12 naturally eliminate your body's craving for nicotine --

13 ON SCREEN: no side effects

14 No Insomnia

15 No Tension

16 No Weight Gain

17 Individual results may vary

18 MALE ANNOUNCER: -- with no side effects, like
19 insomnia, tension, or weight gain.

20 ON SCREEN: NO withdrawal symptoms

21 MALE ANNOUNCER: So, now you can quit quickly
22 and effortlessly without the agony of withdrawal.

23 ON SCREEN: Smoke Away

24 Dr. Sherry Bresnahan, DC

25 DR. SHERRY BRESNAHAN: It's safe, it's highly

1 effective. I've had tremendous success with my patients
2 using the Smoke Away Program.

3 ON SCREEN: Doctor Recommended!

4 1-800-395-5013

5 DR. SHERRY BRESNAHAN: In fact, I had a patient
6 who had smoked for 25 years and quit in two days using
7 the Smoke Away Program.

8 ON SCREEN: All-Natural

9 Program

10 Quit Smoking

11 in just

12 7 Days!

13 100%

14 Guaranteed!

15 1-800-395-5013

16 MALE ANNOUNCER: Smoke Away is the only all-
17 natural program that's guaranteed to help you quit
18 smoking in only seven days. No matter how long you've
19 smoked, no matter how many times you've tried to quit
20 before. It's true.

21 ON SCREEN: Quit Smoking

22 in just

23 7 Days!

24 1-800-395-5013

25 MALE ANNOUNCER: If you started the Smoke Away

1 Program today --

2 ON SCREEN: Smoke Away

3 KICK THE HABIT!

4 1-800-395-5013

5 MALE ANNOUNCER: -- in seven days, you could

6 kick the habit --

7 ON SCREEN: Quit Smoking

8 in Just 7 Days!

9 100% Guaranteed!

10 (less S&H)

11 1-800-395-5013

12 MALE ANNOUNCER: -- 100 percent guaranteed or

13 your money back.

14 ON SCREEN: Smoke Away

15 Order NOW!

16 Also works for:

17 tobacco chewing

18 cigars

19 snuff

20 1-800-395-5013

21 MALE ANNOUNCER: Don't be a slave to smoking

22 anymore. Pick up the phone and order your Smoke Away

23 System now.

24 ON SCREEN: Smoke Away

25 100% Money Back

1 Guarantee (less S&H)

2 We Accept Check-By-Phone

3 1-800-395-5013

4 Send check or money order to:

5 Council on Natural Health

6 P.O. Box 367087

7 Bonita Springs, FL 34136-7087

8 Rush Shipping Available

9 MALE ANNOUNCER: To order Smoke Away, call 1-
10 800-395-5013. That's 1-800-395-5013. So, call 1-800-
11 395-5013 and order today.

12 (The first commercial was concluded.)

13
14 60 SECOND COMMERCIAL

15 ON SCREEN: (Flashing on screen.)

16 Attention Smokers!

17 MALE ANNOUNCER: Attention all smokers.

18 ON SCREEN: KICK THE HABIT!

19 Quit Smoking

20 in 7 Days!

21 MALE ANNOUNCER: Now you can kick the habit in
22 just seven days.

23 ON SCREEN: Quit Smoking

24 in 7 Days!

25 100%

1 **Guaranteed!**

2 **MALE ANNOUNCER: That's right. You can quit**
3 **smoking easily in only seven days guaranteed.**

4 **ON SCREEN: Smoke Away**

5 **All Natural**

6 **1-800-764-1356**

7 **MALE ANNOUNCER: Introducing the all-natural**
8 **Smoke Away System --**

9 **ON SCREEN: Herbal "Stop Smoking"**

10 **Program that works!**

11 **Makes a great gift!**

12 **All Natural**

13 **1-800-764-1356**

14 **MALE ANNOUNCER: -- the herbal stop smoking**
15 **program that works to help completely --**

16 **ON SCREEN: Stop Smoking**

17 **in 7 Days!**

18 **GUARANTEED! (flashing)**

19 **1-800-764-1356**

20 **MALE ANNOUNCER: -- stamp out your nicotine**
21 **cravings in just one week.**

22 **ON SCREEN: Patches**

23 **Prescriptions**

24 **GUMS**

25 **1-800-764-1356**

1 MALE ANNOUNCER: Fed up with expensive patches,
2 prescriptions and gums that often don't work --

3 ON SCREEN: Smoke Away

4 Quit Smoking

5 in Just 7 Days!

6 100%

7 Guaranteed!

8 Makes a great gift!

9 1-800-764-1356

10 MALE ANNOUNCER: -- for less than the price of
11 all of them, you can stop smoking in seven days 100
12 percent guaranteed or your money back.

13 ON SCREEN: Smoke Away

14 Dr. Sherry Bresnahan

15 Doctor Recommended!

16 1-800-764-1356

17 DR. SHERRY BRESNAHAN: It's safe, it's highly
18 effective. I've had tremendous success with my patients
19 using the Smoke Away Program.

20 ON SCREEN: All Natural

21 Smoke Away

22 20 Yr. Smoker

23 Quit in Days!

24 Dave

25 1-800-764-1356

1 DAVE: I like the fact that Smoke Away is all-
2 natural and it really works.

3 ON SCREEN: Individual results may vary.

4 Guaranteed!

5 Smoke Away

6 20 Yr. Smoker

7 Quit in 3 Days!

8 Yvonne

9 1-800-764-1356

10 YVONNE: I did Smoke Away for three days and
11 I've been smoke-free ever since.

12 ON SCREEN: Contains all-natural herbal
13 ingredients

14 1-800-764-1356

15 MALE ANNOUNCER: The secret is the unique
16 combination of all-natural herbal ingredients --

17 ON SCREEN: Smoke Away
18 eliminate craving for nicotine

19 1-800-764-1356

20 MALE ANNOUNCER: -- that work to completely and
21 naturally eliminate your body's craving for nicotine.

22 ON SCREEN: \$ (crossed out)

23 Patches

24 Gums

25 1-800-764-1356

1 MALE ANNOUNCER: Why spend hundreds of dollars
2 on patches and gums that just put more nicotine in your
3 system?

4
5 ON SCREEN: Smoke Away

6 Quit Smoking

7 in Just 7 Days!

8 100%

9 Guaranteed!

10 1-800-764-1356

11 MALE ANNOUNCER: For less than the price of any
12 of them, you will stop smoking in seven days --

13 ON SCREEN: Stop Smoking in 7 Days!

14 GUARANTEED! (flashing)

15 1-800-764-1356

16 MALE ANNOUNCER: -- guaranteed or your money

17 back.

18 ON SCREEN: NOT available in stores!

19 Also works for:

20 tobacco chewing

21 cigars

22 snuff

23 Order NOW!

24 1-800-764-1356

25 MALE ANNOUNCER: Pick up the phone and order

1 your Smoke Away System now.

2 Makes a great gift!

3 Smoke Away makes a great gift.

4 (The second commercial was concluded.)

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

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

MATTER NUMBER: 0323139

CASE TITLE: EMERSON DIRECT, INC.

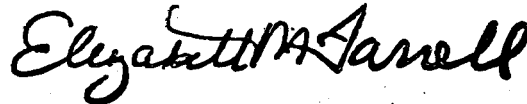
TAPING DATE: DATES UNKNOWN

TRANSCRIPTION DATE: JULY 25, 2003

REVISED DATE: SEPTEMBER 3, 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.

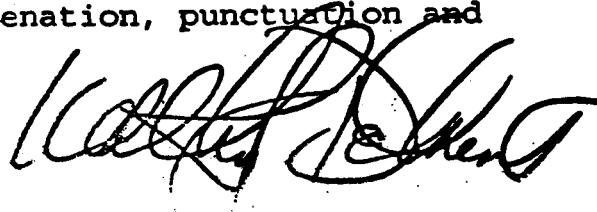
DATED: SEPTEMBER 3, 2003



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