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# INTRODUCING THE ORECK FLU FIGHTERS.

Help stop the flu on virtually any surface and in the air in your home.



The NEW Oreck ProShield™ Plus Air Purifier with Helios Shield™ can capture and destroy many airborne viruses like the flu.

You can do something about the air in your home. Twice every hour, the new Oreck ProShield Plus cleans and re-circulates the air in a 12' x 18' room. In in-home testing, the ProShield helped deliver up to a 99% reduction in airborne particles down to 0.1 microns.\* And nobody else has the Helios Shield, which uses ultraviolet light to remove odors and VOC's (Volatile Organic Compounds).

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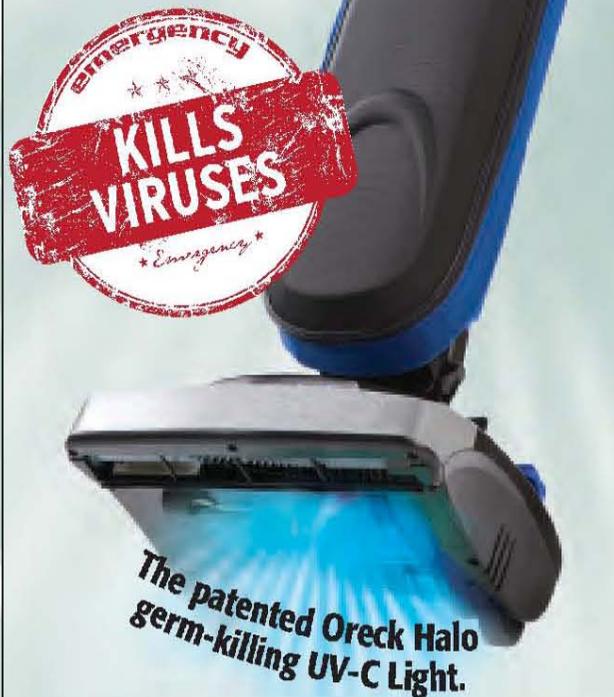
Get FREE gifts just for trying the ProShield™ Plus.

The 2-in-1 Cordless ElektrikBroom® Refrigerator Air Purifier.

Plus FREE shipping. A \$29.95 value.



**\$150 VALUE**



The patented Oreck Halo germ-killing UV-C Light.

The Oreck Halo® can kill many germs on your floor while you vacuum.

Now you and your family can enjoy a healthier clean. This is the only vacuum in the world that uses powerful UV-C light to kill many of the germs that could be living on your floors. UV-C technology is not new. It's used to sanitize hospital operating rooms and to purify drinking water supplies. See for yourself just how effective it is and what a fantastic job it does on all types of floor surfaces.\*

\*Results may vary. Extent of killing on surfaces depends on exposure time. The Oreck Halo vacuum cleaner is not intended for use in the cure, mitigation, treatment, or prevention of any disease or medical condition, including asthma or allergies.

†One 8-pack of Oreck Hypo-Allergenic bags.

Get FREE gifts just for trying the Oreck Halo®

The 2-in-1 Cordless ElektrikBroom®. A year supply of vacuum bags:

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FLU09

Exhibit B



Project Oreck Re-edit  
Client Oreck  
Date 04/21/09  
Oreck Halo Infomercial – Re-edit  
Offer 2

## **Oreck Halo Infomercial – Offer 2**

### **Bags only, No Interest No Payments for 1 full year**

ANNC: The following is a paid presentation for the new Oreck Halo germ-killing vacuum. Brought to you by Oreck Direct, LLC.

#### **Oreck Halo Transcript Segment 1**

VO: The following is a paid presentation for the new Oreck Halo germ killing vacuum. Brought to you by Oreck Direct LLC.

VO: Your floors look clean but are they really...even if it looks clean there can be germs, mold, bacteria, viruses, dust mite and flea eggs living right under your feet. Tracked in on your shoes or carried in by your pet. Did you know that you can find over 100,000 dust mites on one square yard of carpet and dust mites have been linked to indoor allergies and asthma. Plus there can be up to 2,500 bacteria, a common cause of infections on just one square inch of tile. But it gets worse! You could find up to 200,000 bacteria on just one square inch of carpet.

Older woman, plaid sweater: I thought once I vacuumed, I had gotten all the germs, never realizing what was actually living on my floor and rug.

VO: Ordinary vacuums pick up dirt, but may leave germs behind and harsh chemicals like bleach can ruin carpet.

VO: But now you can kill and reduce many germs and bacteria on all your floors, while you vacuum. Introducing the revolutionary Oreck Halo—the only germ-killing UVC vacuum!

Woman, blonde, green shirt: When I was using my regular vacuum to clean my floors at home, I thought I was doing a pretty good job, but boy, when I got the Oreck Halo, it totally changed my mind.

DO: Hello, I'm David Oreck. You know, the filth of the street is on your feet. And every day it can get tracked into the place we all presume is safe---our home. Now that filth is loaded with germs and bacteria that can make your entire family sick. Go beyond clean, to a healthier clean with the Oreck Halo—my remarkable germ-killing machine. Which also happens to be one of the best vacuums I've ever made.

Woman, dark hair, mint green shirt: The vacuum itself is fantastic! It's a great vacuum, and then to have that ultraviolet light, that is killing bacteria and E. Coli, and it sucked up everything so everything looks clean and it is clean.

African-American woman, pink shirt: I like having the peace of mind, knowing that when my son is playing on the floor with his little toys, that I've done everything that I can possibly do to reduce the amount of bacteria and germs that are on the carpet.



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VO: The light chamber in the Oreck Halo has killed up to 99.9% of bacteria exposed to its light in one second or less.

DO: When the light is on, the germs are gone! The patented Halo light chamber lets you kill many of the germs that could be living on your floor in your home. And most importantly, it helps protect your family. Well, here's one family that knows the value of a healthier home: Ken and Carrie Garcia. You know, eight years ago they received a wonderful blessing, but also, a serious challenge.

Carrie Garcia: We really had a need to keep our house as clean as possible.

Ken Garcia: Our triplets were born prematurely, and weighed about 2 ½ pounds when they were born.

Carrie Garcia: When we were getting ready to bring our boys home from the hospital, the doctor suggested to us that we should consider ripping up our carpets, because all of the dust mites, bacteria, germs, and mold that could be living there.

Ken Garcia: I worked in the water treatment industry and we've been using the power of ultra-violet light for decades to kill germs and bacteria in water, making it safe for people to drink.

Carrie Garcia: When Ken was telling me about how UV-C light works, I thought, wow, wouldn't that be great if we could put that on the bottom of the vacuum.

Ken Garcia: It took research, and work, and engineering to optimize the ultra-violet light on the bottom of the vacuum, so that the magnification from that ultra-violet light could kill some of the common germs, mold and bacteria on your floors while you were vacuuming.

Carrie Garcia: It just makes sense. If you're already vacuuming, why not get the benefit of the UV-C light?

Ken Garcia: We wanted to share our invention with families everywhere. So we took it to David Oreck because of his commitment to quality products that help create healthier homes.

Andrea Jackson: Hey there! I'm Andrea Jackson. You know, nothing beats having a healthier and cleaner home. Thanks to the Garcia family's ingenuity and care, the Oreck Halo gives you an easy and reliable way to safely remove many of the germs that could be living on the floors of your home. The Oreck Halo light chamber has been tested and shown to kill up to 99.9% of certain common germs, plus dangerous pathogens like E. Coli and MRSA. Best of all, the many germs it kills can then be vacuumed up without a trace, thanks to superior vacuum technology that could only come from Oreck.



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VO: Imagine a revolutionary vacuum that goes way beyond where vacuums have been before. One that is capable of picking up sand, dust, pet hair in virtually one pass with the ability to kill many germs that could be living on your floors in a flash. That's what you get with the powerful new Oreck Halo. The secret is the patented UVC Light chamber that is built right into the bottom of the vacuum. This exclusive chamber contains a powerful UVC light, specially engineered reflector array, and quartz glass lens that magnifies and focuses a germicidal wave-length of light onto your floors as you vacuum. In laboratory testing the Halo light chamber can kill flu virus and e.coli bacteria in as little as .33 seconds. There is no extra work and no extra cleaning. And the Halo is the high quality vacuum you've come to expect from Oreck. Featuring not one but two high powered motors that independently drive the brush-roll and create incredible suction. Putting 117 miles per hour of air flow at floor level to deliver debris directly to the specially designed HEPA 13 filter bag, with Sani-seal tab, that captures up to 99.9% of everything vacuumed up for clean and easy removal. Say goodbye to mess. Say goodbye to many bacteria, viruses, and germs. Say hello to barefoot clean! With the revolutionary new Oreck Halo.

Andrea: The Oreck Halo offers amazing 2-in-1 cleaning power in just one easy step. Check this out—I just turn it on, then I turn on the Halo UV-C light, and just like that, I'm not only picking up dirt and debris, I'm also killing many of the germs, bacteria and mold that the naked eye can't see living on the floor. In fact, tests have shown that just two passes of the Oreck Halo can reduce bacterial-load on your floors by up to 80%.

Stan Kikkert: I'm Stan Kikkert. In carpets, we can commonly find staphylococcus. Basically we did a simple experiment. I applied staphylococcus to the surface of various carpet samples. Some of those samples were vacuumed two passes from the Oreck Halo vac. Some received four passes, some received six passes. In addition, I did this experiment in parallel with a conventional vacuum, one that did not have an ultra-violet light. After performing the vacuuming, I swabbed the carpets, and transferred those swabs onto some auger Petri dishes. What we saw was a conventional vacuum is not effective at removing microorganisms from the carpet. The Oreck Halo vac was successful at removing bacteria from the surface of carpet samples. That reduction was approximately 80%, with each set of two passes. We see that repeated use of the Oreck Halo vac, you get a repeated reduction in the amount of bacteria that's present on the surface of the carpet samples.

Woman, curly blonde hair, dark green shirt: Knowing that Dr. Kikkert proved that just two passes of the Oreck Halo Vacuum over your carpet could reduce Staph by 80% that is really awesome and it's a big relief to know that all that stuff is out of your carpet.

Woman, blonde, dark pink shirt: I know that when I'm done vacuuming, that it's clean.

Older woman, plaid sweater: I love the Oreck Halo! I just know that when I'm doing it, I'm not wasting my time. I'm sucking up that dog hair and any germs that they may bring into the house. I feel that this is a new generation—put the bleach away and use the Oreck Halo.

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## CTA – Offer 2

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ANNC: Now you can kill and reduce bacteria and viruses.

Diminish dust mite and flea eggs that can trigger allergies and asthma.

All while picking up tough dirt, debris and pet hair with the revolutionary Oreck Halo, the first Germ Killing UV-C Vacuum.

Call right now for No interest and No Payments for 1 full year. Now, you to can take advantage of the Oreck Halo's 2 in 1 cleaning power and as a special bonus we'll send you a years supply of Hepa 13 Filter Bags absolutely free.

Harsh chemicals like bleach could kill germs and bacteria – but they can also ruin carpet. The Oreck Halo is safe on every floor in your home; go from carpet, to tile, to hardwood...cleaning and killing many germs as you go.

ANNC: The secret is the patented Oreck Halo light chamber built right into the bottom of the vacuum. It creates a powerful germicidal wavelength of UV-C light, capable of disrupting the DNA of microorganisms present on your floors.

ANNC: Laboratory testing showed that it killed up to 99.9% of FLU virus and E-coli bacteria in less than one second, leaving your floors a healthier clean.

ANNC: This incredible germ killing power combines with legendary Oreck vacuum power, featuring over 350,000 brush strokes a minute and incredible suction from not 1 but 2 high-powered motors. Delivering 117 miles per hour of air flow at floor level, the Oreck Halo sucks up dirt and debris directly into the specially designed HEPA 13 filter bag with sani-seal tab.

Capturing 99.9% of everything vacuumed up for clean and easy removal. That means no more bag-less messes which can spread dust and allergens back into the air!

TESTIMONIAL: "Its not only just getting the dust or the dog hair, its getting the germs, its killing things that I cant see."

TESTIMONIAL: "It makes me feel good, I feel like I'm taking care of my family."

ANNC: The Oreck Halo comes complete with a variety of on board attachments for all of your above-the-floor cleaning needs. And the UV-C light is backed by a five year warranty.



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ANNC: Call now for no interest and no payments for one full year and FREE SHIPPING. You'll also receive a years supply of HEPA 13 filter bags, and three tune-ups at any of the 450 Oreck stores nationwide. That's a total value of 185 dollars, yours free.

David: For over 40 years I've made it my mission to make your home cleaner and healthier. Try my Oreck Halo for 30 days, risk free in your own home. If you don't love it, you don't keep it. Just send it back and I'll even pay for return shipping no questions asked. You've got nothing to lose call me now.

ANNC. So Call now for this amazing 2 in 1 cleaning power and go way beyond ordinary clean to Oreck Halo Healthier Clean.

### Oreck Halo Transcript Segment 2

Andrea: So, what do you think the germiest places in your home are? Well, we had several surfaces swabbed for germs in several regular homes, and then sent them to Dr. Charles Gerba, a renowned microbiologist. He transferred the samples to Petri dishes with a nutrient, so that any germs and bacteria that were present would be revealed.

Dr Gerba: Well you might be wondering what's the germiest area in your home, and most people are really surprised. We find like the toilet seat, it's actually one of the cleaner areas in the home. In contrast, take a look at the hardwood floors—here we see even more bacteria. The kitchen floor tile is one of the germier areas in the house. Finally, let's take a look at the carpeting here. This is actually carpeting that has been vacuumed. The regular vacuum cleaner will not kill germs that's why the Oreck Halo with UV light technology is a really good idea. You clean that dirt that you can see, but you're also killing those germs that you can't really see. It does two things at one time without extra work for your family. You're gonna vacuum the floor and you're gonna kill germs potentially that could make you ill.

Andrea: Dr. Gerba found over 200,000 bacteria on a single square inch of carpeting. Now you may be thinking, my home's not that bad. Well, we sent a team in the field to swab everyday homes just like yours.

Rich Hollenberg: Hi, I'm Rich. Today my team and I are going around to homes using these swabs to test their floors inside and see if there just might be some germs and bacteria living on them.

Woman, blonde, light pink shirt: My gut instinct would say that my floors are pretty clean.

Woman, dark blonde hair, blue shirt: But I'm afraid to see what kind of germs it might have on it.

Woman, blonde, pink shirt, holding toddler: Yeah, I was always kind of wondering what was on those floors, whenever we have the kids running around all the time.



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Rich Hollenberg: All I do is swab the floors in your house, for germs that might be on your floor. Then these swabs go back in the bag and we're gonna send them off to the University of Arizona, where Dr. Gerba is. He's a noted microbiologist, and he's an expert in the field for finding germs and bacteria.

Woman, blonde, light pink shirt: Ok, sounds good.

Rich: We have the reports back for you and unfortunately they are not to favorable....they're not very pretty...the news is not very good. In fact it's a little scary and instead of me telling you , Dr. Gerba has some results to report back to you.

Dr. Gerba: Dalton family—we did find some fecal bacteria on the living room rug and the kitchen floor.

Rich: I just wanted to show you that this is what 30,000 E. Coli looks like.

Woman, brown hair: That's disgusting.

Man, brown hair: Yeah, that's bad.

Dr. Gerba: Squier family, we found E. Coli on your TV room rug, and your kitchen tile.

Rich: That's what 240,000 E. Coli looks like. There was also staphylococcus.

Dr. Gerba: The Rosser family, we did find E. Coli on your kitchen tile floor.

Rich: And what's worse, this is what we found in your baby's room, on their carpet. That's thousands and thousands of germs.

Woman, blonde, blue shirt: I thought I was cleaning the floors, and I think that's the scary part.

Dr. Gerba: In the Harber family here, we found E. Coli on the downstairs rug.

Woman, blonde, brown shirt: Really?! Oh my gosh, that's just...that's scary!

Dr. Gerba: In the Coble family, we actually found fecal bacteria on the hardwood bedroom floors, living room rug, and we also found MRSA.

Man, silver hair, blue shirt: The MRSA's very alarming.

Rich: Well guys, we do have something that we think can help. The Oreck Halo vacuum cleaner actually has a patented light chamber, and it's been tested and shown to kill and reduce common germs. So, what I could do for you is leave the Oreck Halo vacuum here, keep it for thirty days,



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I'll come back in a month with my team, we'll re-swab your floors. And hopefully, we'll be able to come back with some better news for you the second time around. Sound good?

Woman, brown hair, red shirt: Yeah, that sounds great.

Man, blue shirt, brown hair: Sounds great.

Woman, long brown hair, dark pink shirt: That'd be great, yes.

Man, silver hair, blue shirt: Excellent.

Woman, blonde, dark pink shirt: That'd be awesome.

Andrea: So how do you kill germs, bacteria, mold and viruses? Well, you might use powerful chemicals like these on your kitchen counter tops, but most of these, especially things like bleach, you don't want to put those on your carpet and your hardwood floors. This is why the Oreck Halo is so unique and exciting. It uses zero chemicals, thanks to the patented Oreck Halo light chamber. This exclusive chamber contains a powerful UVC light, specially engineered reflector array, and quartz glass lens that magnifies and focuses a germicidal wave-length of light onto your floors as you vacuum. In laboratory testing the Halo light chamber has killed up to 99.9% of flu virus and E. coli bacteria in one second or less. An incredible effective solution, no additional work, just vacuum like you normally do, and when the light is on, the germs are gone. There is nothing out there that works quite like the Oreck Halo. Isn't it time your floors see the light?

Rich: I'm Rich, back at the Dalton's house. It's been 30 days since we were here, and I'm back with the new results. If you remember, this is what 30,000 E. Coli looked like. Now, after using the Oreck Halo vacuum after thirty days, this is what your kitchen floor area looked like that we tested.

Woman, brown hair, pink shirt: Wow!

Man, brown hair, green shirt: That's huge.

Rich: Now you can see what a big difference it is. Pretty good results right?

Woman, brown hair, pink shirt: Yeah! That's awesome. The house feels cleaner.

Rich: And now here are the new results on your kitchen floor.

Man, silver hair, beige shirt: Wow!

Rich: That's a 96.1% reduction.



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Woman, blonde, orange shirt: Oh my gosh!

Rich: That's a 95% reduction in E. Coli.

Woman, blonde hair, green shirt: That's a big change. To think that all we have to do now is vacuum the floors and it makes such a difference. That's just amazing!

Rich: Do you see anything in that dish?

Woman, blonde hair, pink shirt: No.

Rich: There was no staphylococcus found after using the Oreck Halo.

Woman, blonde hair, pink shirt: That's great.

Rich: Now your eyes aren't deceiving you—there is nothing on that Petri dish. It completely eliminated the MRSA.

Man, silver hair, beige shirt: Unbelievable!

Woman, blonde hair, orange shirt: I can't believe how much better it looks!

Rich: That's a 96.1% reduction. Well, you have a decision to make now. You could keep your old vacuum, or, you can trade out your old vacuum and I'll leave the Oreck Halo vacuum for you to keep. Sound like a good deal?

Woman, brown hair, pink shirt: Deal.

Man, brown hair, green shirt: Deal.

Woman, blonde hair, pink shirt: Oh, I'm definitely gonna trade it out. If this is the results I get, definitely.

Woman, blonde hair, orange shirt: That isn't any decision because I'm gonna keep the Halo.

Woman, long brown hair, yellow shirt: That's like the only thing that we've done that's really effective.

Man, silver hair, beige shirt: That's a no-brainer.

DO: What is it worth to you to help your child avoid germs and bacteria? What is it worth knowing you're helping to make a healthier home? Isn't that the most important thing? Now, you've got nothing to lose but the germs! So try my new Oreck Halo today, see the difference it makes.



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African-American woman, pink shirt: It sucks up the finest dirt along with the big chunks. Having two children there is often lots of chunks around our house. (laugh) So it does you know gobble up all that stuff but it also kills the bacteria.

Woman, blonde, green shirt: I think the Oreck Halo is a vacuum and a germ killing machine all in one nice neat package.

### CTA – Offer 2

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All while picking up tough dirt, debris and pet hair with the revolutionary Oreck Halo, the first Germ Killing UV-C Vacuum.

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TESTIMONIAL: "Its not only just getting the dust or the dog hair, its getting the germs, its killing things that I cant see."

TESTIMONIAL: "It makes me feel good, I feel like I'm taking care of my family."

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David: For over 40 years I've made it my mission to make your home cleaner and healthier. Try my Oreck Halo for 30 days, risk free in your own home. If you don't love it, you don't keep it. Just send it back and I'll even pay for return shipping no questions asked. You've got nothing to lose call me now.

ANNC. So Call now for this amazing 2 in 1 cleaning power and go way beyond ordinary clean to Oreck Halo Healthier Clean.

### **Oreck Halo Transcript Segment 3**

Woman, curly brown hair, green shirt: The Oreck Halo has actually become like my new best friend. Especially when I use the ultraviolet light on the carpeted areas that we have, knowing what it's doing for us, It's exciting!

Woman, short brown hair, mint green shirt: In life, there's a lot that you can't control. I like knowing that I can control the environment in my house. I can make it cleaner, I can make it safer for my entire family. It's a good feeling.

Woman, curly blonde hair, green shirt: I really love my Oreck Halo. It saves me so much time. Because nobody likes to clean, but if you can do it faster, and you can do it better, and you can kill germs at the same time—it's awesome!

Andrea Jackson: All those people have plenty of reasons to feel great about using the Oreck Halo. In one easy step, the patented Oreck Halo light chamber kills many germs in a flash with every pass of the vacuum. Listen to this to see just what I mean.

Ken Garcia: The ultra-violet light that's used in this vacuum is the same ultra-violet light that's been used for decades in water treatment plants; so that it purifies the water, making it safe and



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healthy for people to drink everyday. So we took that same idea, that same concept and applied it into a vacuum cleaner. This optimized light chamber magnifies the ultra-violet light, so that exposure can kill some of the common germs, mold and bacteria found living on floor surfaces. Oreck was a great place to take this technology because of their long-standing commitment to innovative products that really make a difference in people's homes.

DO: For over forty years, I've made it my mission to make your home cleaner and healthier. But there can be invisible hazards on our floors that can make us sick, might keep us from going to work or going to school. My Oreck Halo is unlike any vacuum I've ever produced. Sure, it features the terrific vacuum power you'd expect from any one of the Oreck vacuums, but it's also a germ-killing machine. Try my new Oreck Halo today, and see the difference it makes!

Andrea Jackson: Your ordinary vacuum may pick up some of the germs living on your floors, well, that's if you're lucky. Even then, the germs it might pick up could still be alive inside your vacuum bag or canister. So, when you go to empty that bag or canister, you simply move germs from one part of the house to another. But the Oreck Halo kills many of the germs before they ever reach the Hepa vacuum bag. They are D.O.A., dead on arrival. So to prove it, we've set up a demonstration. Here we have a bagless vacuum, and here we have the Oreck Halo. Now, in front of each vacuum is a pile of debris. In each pile, we mixed in material that responds to special black lights—showing us just how effectively each of these vacuums secures its contents. First, let's empty the bagless vacuum. Watch how the glowing particles disperse into the air, and that dirt and filth can go right back into your house. Just look at my hand. What if this was germs and bacteria? Now, look at the Oreck Halo. The outside of the scientifically advanced Hepa 13 filter bag is free of glowing particles. And with the Sani-seal tab, we just take the bag out, and it automatically seals. That means nearly nothing has escaped—because what goes in the bag, stays in the bag. See? My hands are clean.

Dr. Gerba: To assess the effectiveness of the Oreck Halo, we looked at the numbers of bacteria in five different households. And I want to show you the results, because they're rather dramatic. Lemme start with the Rosser home, where you can see the number of bacteria on the baby's carpeting before and after the use of the Oreck Halo—over a 90% reduction.

Woman, blonde hair, green shirt: Now I know firsthand! I mean the results are right in front of my face. It makes such a difference. That's just amazing.

Dr. Gerba: Well, let's take a look at the results from the Harber's kitchen tile floor. This is before and after. You can see the effectiveness of the Oreck Halo - here over 90% reduction.

Woman's voice; close-up of two simulated Petri dishes—before and after—“Harber Family” heading: I can't believe how much the Oreck Halo eliminated, and how, just by using the Halo for the thirty days... I just couldn't be happier with the results.

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FULL SERVICE AGENCY & CONTENT CREATION COMPANY



Project Oreck Re-edit  
Client Oreck  
Date 04/21/09  
Oreck Halo Infomercial – Re-edit  
Offer 2

Dr. Gerba: Let's move on to the Squier household. You can see the large numbers of bacteria here, and in this case we reduced the number of bacteria by more than 99.9%.

Woman, blonde hair, dark pink shirt: The bacteria was almost gone, so I know that if I continued to use the Oreck Halo, it's gonna remove more bacteria each time it's being used.

Dr. Gerba: Let's move on to the Coble home—the hardwood bedroom floors, you can see more than a 90% reduction.

Man, silver hair, beige shirt: Couldn't even express the night and day results.

Dr. Gerba: We also found MRSA, but it was completely eliminated after the use of the Oreck Halo. Finally, taking a look at the Dalton household—before the use of the Oreck Halo; after the use of the Oreck Halo.

Woman, dark hair, mint green shirt: I had no idea what was living in my carpet or on my floor. I thought it was completely disgusting that there was E. Coli in my kitchen and in my rugs that my kids lay on and roll around in. To know that I'm reducing it and killing it, I mean, it makes me feel a lot better.

Dr. Gerba: We found substantial numbers of bacteria on all the floor surfaces. However, after thirty days of the Oreck Halo UV light technology, we found no E. Coli, we found no staphoreous, and we found no MRSA. So to me that's a step, an advance, in technology, where you could accomplish two things at one time.

Andrea Jackson: The Oreck Halo gives you peace of mind knowing you're reducing the harmful germs and bacteria on every floor in your home, each time you vacuum. The Oreck Halo can truly make a difference and give your family a refreshing, clean living environment. And few things are as important as a healthier home. So, what are you waiting for? Get your Oreck Halo today, and discover the healthier difference between what looks like it might be clean and Oreck Halo healthier clean.

### CTA – Offer 1

David: Go beyond clean to a healthier clean...with the Oreck Halo. My remarkable germ-killing machine which also happens to be one of the best vacuums I've ever made.

ANNC: Now you can kill and reduce bacteria and viruses.

Diminish dust mite and flea eggs that can trigger allergies and asthma.

All while picking up tough dirt, debris and pet hair with the revolutionary Oreck Halo, the first Germ Killing UV-C Vacuum.

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Oreck Halo Infomercial – Re-edit  
Offer 2

TESTIMONIAL: "Its not only just getting the dust or the dog hair, its getting the germs, its killing things that I cant see."

TESTIMONIAL: "It makes me feel good, I feel like I'm taking care of my family."

ANNC: The Oreck Halo comes complete with a variety of on board attachments for all of your above-the-floor cleaning needs. And the UV-C light is backed by a five year warranty.

ANNC: Call now for no interest and no payments for one full year and FREE SHIPPING. You'll also receive a years supply of HEPA 13 filter bags, and three tune-ups at any of the 450 Oreck stores nationwide. That's a total value of 185 dollars, yours free.

David: For over 40 years I've made it my mission to make your home cleaner and healthier. Try my Oreck Halo for 30 days, risk free in your own home. If you don't love it, you don't keep it. Just send it back and I'll even pay for return shipping no questions asked. You've got nothing to lose call me now.

ANNC. So Call now for this amazing 2 in 1 cleaning power and go way beyond ordinary clean to Oreck Halo Healthier Clean.

ANNC: The preceding was a paid presentation for the new Oreck Halo germ-killing vacuum. Brought to you by Oreck Direct, LLC.



Project Oreck Halo  
Client: Oreck  
:60 Lead Gen Spot  
Date 06/16/09  
Revision 3

## **\*\*Triggers Lead Gen**

**ANNC:** Chances are allergens and illness triggers, are in your home...living right under your feet. Dirt and debris you can see and germs, bacteria and dust mites that you can't see.

So how do you get from here

To here?

With the incredible germ killing vacuum so revolutionary it could only be an Oreck.

Call now for a FREE no obligation DVD about the Oreck Halo the world's first germ killing vacuum. The secret is the patented Oreck Halo Light chamber that creates a powerful germicidal wavelength of UV-C light that can kill and reduce up to 99.9% of germs and bacteria helping you give your floors a healthier clean. [Need comprehensive footnote.]

The Oreck Halo has 2 high powered motors that pick up tough dirt, debris and pet hair like only an Oreck can. And, the revolutionary germ killing power kills germs while you vacuum.

For floors that not only look clean but truly are clean... and its only available from Oreck!

Call now for a FREE no obligation DVD and learn all about the amazing Oreck Halo and how it can help you create a healthier clean home for you and your family.

# Goodbye bacteria, viruses, mold, and germs. Hello barefoot clean!



## Introducing the powerful new Oreck Halo.™ The only UV-C germ-killing vacuum.

There is a lot more that could be living in your home than just your family and pets. Dust-mites, fleas and their eggs, mold, bacteria, germs, and microorganisms that cause flu, diarrhea and upset stomachs could be living there, too. Now there's an amazingly powerful new vacuum that was designed to help protect your family from many of those microscopic, uninvited guests. It's the new Oreck Halo with exclusive germ-killing UV-C Technology.

**Technology proven in hospitals.** The new Oreck Halo can kill many bacteria, viruses, dust mite eggs, and even mold on any floor surface.\* That's due to its powerful UV-C light. This is the same kind of light used to disinfect hospital operating rooms and purify drinking water. You get a healthier clean.



The only vacuum that can kill many of the germs that could be living on your carpet using UV-C light.

**It's more than a vacuum.** When you clean your home with the new Oreck

Halo, you get the added benefit of being able to clean your toughest messes in virtually one pass and the ability to kill many germs in a flash. We call it Protection Beyond Clean.® You owe it to yourself to try this powerful, germ-killing, hypo-allergenic, durable, easy-to-use, vacuum risk-free for 30 days.

**2009  
WINNER!**  
Oreck Annual  
Best Product  
Award.



Call: **1-800-364-1156** Code: **DR258** Or visit: **OreckHaloClean.com/fsi3**



Get a **FREE** 1-Year  
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A \$24.99 value.

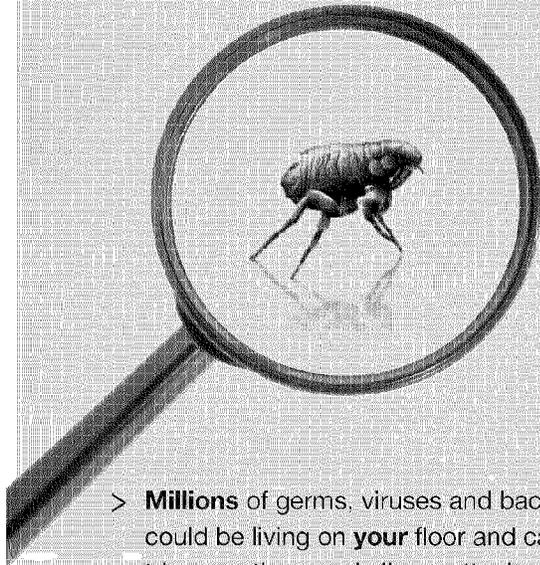
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# Make sure your child is the only thing crawling on your floors.



- > **Millions** of germs, viruses and bacteria could be living on **your** floor and can trigger asthma and allergy attacks, colds, and flu.
- > Get an Oreck Halo Healthier Home. Try the **NEW** germ-killing Oreck Halo vacuum with a **30 day Risk Free Guarantee**. Available only at your local Oreck Store.



## WHEN THE LIGHT IS ON, GERMS ARE GONE



**Location Name**  
411 Location Street  
Town, St XXXXX



The Oreck Halo® helps you fight the flu.

**NOW YOU CAN ENJOY  
A HEALTHIER CLEAN,  
THANKS TO THE  
ORECK HALO.®**

This is the only vacuum in the world that uses powerful UV-C light to kill many of the germs that could be living on your floors, such as the flu. UV-C technology is not new. It's used to sanitize hospital operating rooms and to purify drinking water. Plus the Oreck Halo® is hypo-allergenic. It traps 99.9% of particulates down to 0.3 microns. It also picks up sand, dust, cat hair and lint in virtually one pass. We call this Protection Beyond Clean.™ You'll call it Brilliant. Visit us today to see just how effective it is and what a fantastic job it does on all types of floor surfaces.



*The only vacuum using UV-C light, that can kill many of the germs that could be living on your floors.*



**HURRY!**

Limited time offer.

While supplies last!



Expires  
10/21/09.

\*Results may vary. Efficacy of killing on surfaces depends on microorganism exposure time. The Oreck Halo vacuum cleaner is not intended for use in the cure, mitigation, treatment, or prevention of any disease or medical condition, including asthma or allergies. ©2009 Oreck Holdings, LLC. All rights reserved. Oreck Direct, LLC, 1400 Salem Road, Cookeville, TN 38506.



Ad397

**ORECK** clean home center



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Fayetteville  
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Buckhead  
(404) 814-0798

Norcross  
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Snellville  
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Alpharetta  
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Marietta  
(770) 973-9555

Duluth  
(770) 476-5555  
Kennesaw  
(770) 218-1618

**We Service All Makes,  
Brands & Models**



## FINAL SHOW SCRIPT

ISCI #2813-01



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VISUALS:

AUDIO:

OPENING DISCLAIMER

ANNCR 1: The following is a paid presentation for the new Oreck ProShield Plus Air Purifier, the breakthrough in improving indoor air quality from one of America's most trusted names in cleaning.

CUT TO DAVID ORECK

DAVID ORECK: You have everything in your home from smoke detectors, to safety locks on the door, to antibacterial soap to protect your family. But what can you do to help protect them from the air that they're breathing?

01:00:35;00

DAVID ORECK: Here are a couple of questions.

DAVID ORECK: Do you want to protect your family from exposure to colds and flu this season in your home. Do you have pets? Do you ever use aerosol cleaners? Does anyone in your family have allergies or asthma? Now, if you answered 'yes' to any of these questions, that's where my new Pro Shield Plus Air Purifier comes in.

DAVID ORECK: Hi, I'm David Oreck. Today, we are going to use this little device to show you the incredible number of potentially dangerous particulates that could be in the air in your home. Let me show you ...

DAVID ORECK: A special light is going to help me reveal what you can't see. Now hit the lights! There! Now you can see the thousands of particles that you could be in your air. Particles could be affecting your health. Well, stick around I'm going to show you how to get rid of them.

01:01:19;14

ANNCR 1: Our country is facing what some are calling the worst flu season in

years. Now more than ever we should be aware of the airborne germs and viruses that could be in our home.

01:01:28;10  
ANNCR 1: Coming up, see what we found when TV's House Detective along with an Independent Air Quality Specialist test the air in the home of two different families. The results before and after using the new Oreck ProShield Plus surprised everyone.

CUT TO IN-HOME TESTIMONIALS  
GIRL: That's incredible!  
MOM: I can't believe that!  
DAD: That's exciting!

01:01:46;03  
ANNCR 2: And see how one schoolteacher is helping her students fight exposure to colds and viruses... In this classroom, the only thing they plan on taking home this flu season is homework.

01:01:54;07  
ANNCR 1: You'll also meet the star of a popular home improvement show, who battled her own air quality issues.

01:02:00;13  
ANNCR 2: And you'll hear from the many people with allergy and asthma symptoms that use the new ProShield Plus to help make a difference in the air they breathe.

CUT TO TESTIMONIALS  
SAL: It's clean! It's fresh!  
LORI: It's really changed our lives.  
DANNY: You could feel the difference in the air.  
NOCELLA FAMILY: It's phenomenal. We love it.

01:02:14;05  
ANNCR 1: Those are actual reactions from the many people who've experienced the new Oreck ProShield Plus, the portable proactive way to help clean the air in your

home, from America's #1 seller of air purifiers.

01:02:35;06 ANNCR 2: Did you know that as you move through your home, you're actually kicking up dust into the air? And those dust particles can carry things like germs, cold and flu viruses, bacteria, mold and allergens. And could be spreading illnesses ,like the influenza virus.

01:02:39;08 ANNCR 1: That's why you need the powerful performance of Oreck's exclusive 'capture and kill' filtration system. Powerful fans circulate the air through Oreck's patented Truman cell. It electrostatically charges many dust particles, allergens, germs and viruses, pulling them out of the air like a magnet.

ANNCR 1: And for odors, Oreck's newest innovation, the Helios Shield uses the power of concentrated ultraviolet light to break down and neutralize odors and volatile organic compounds.

CUT TO TESTIMONIALS

NOCELLA FAMILY: The food odors, the dog odors, that's gone.

CATHERINE: You walk into the house and it smells cleaner.

01:03:12;04 ANNCR 1: Circulate, capture and kill! That's the ProShield advantage!

01:03:16;05 ANNCR 2: And The space saving design of the new ProShield Plus allows it to work in either the upright or the low-profile position.

01:03:22;14 ANNCR 1: And best of all, when you order the new ProShield Plus you'll also get this handy remote control. Now with a simple push of a button, you can control the ProShield Plus from anywhere in the room.

01:03:32;01

ANNCR 2: Contemporary styling...

01:03:33;06

ANNCR 1: Advanced engineering...

01:03:35;04

ANNCR 2: Compact design. Complete portability...

01:03:38;12

ANNCR 1: It's the new Oreck ProShield Plus Air Purifier!

CUT TO DAVID ORECK

DAVID ORECK: Just how much of a difference can my ProShield Plus make in your home? Now my friend, Tanya, is about to show you. Tanya is a host of a popular home improvement show and she's a daughter of a homebuilder. Now she herself has experienced firsthand how air quality can affect your health. So that's why she wanted to join me to share with you all the benefits of my new ProShield Plus.

CUT TO TANYA MEMME

TANYA: Every time you close your front door, you're sealing yourself in with airborne bacteria, dust, germs, and allergens.

TANYA: Well, now you can fight back with this, the new Oreck ProShield Plus, the air purifier that circulates the air to capture and kill many of the potentially harmful things that may be in it. I know how harmful they can be because my health was severely affected for several years by indoor air pollution. So when the folks at Oreck asked me to host this show I told them I wanted to see proof that the ProShield Plus worked in real homes for real families, and not just in a laboratory. Their response? No problem.

TANYA: So they sent out Tony Frassrand, who you may recognize from one of his many home improvement shows. Tony was joined with an independent testing firm. Their goal: to show families the level of

CUT TO TONY FRASSRAND

particles in their air and how quickly the ProShield Plus can reduce them.

TONY: Well I'm out here in front of the home of the Vaccher family. And inside right now, our independent air quality specialist, Sarah Coley is getting ready to test the air quality. Now the Vaccher's are like a lot of families out there with three kids living at home and two dogs, you know that that back and front door is opening and closing all day long. And if you've got the allergies that Patty Vaccher suffers from, that can be a problem.

TONY: What is it about your home that makes you think that you've got air quality issues?

PATTY: Well we have a couple of dogs roaming around and...

TONY: I see...

PATTY: Lots of hair flying all over, and allergies and stuffy nose and watery eyes.

TONY: I imagine it smells like dog in here?

KID: Yeah.

01:05:42;00

TONY: Well our independent air quality specialist did an initial test in the Vaccher's home and found that they had an incredibly high number of particles in their air.

TONY: We then turned on the Oreck ProShield Plus that was placed it in the center of the living room, and the ProShield Plus got to work cleaning the air. Our independent air quality specialist retested the air over a short period of time to see how the Oreck ProShield Plus performed.

01:06:19;11

CUT TO LONG TERM TESTIMONIAL

CUT TO TANYA MEMME

TONY: What'd you find?

SARA: Well what I found was that we had a 98% reduction.

TONY: 98% reduction...

KID and PATTY: Wow!

TONY: What do you think about that?

KID: Wow! That's amazing! Incredible!

PATTY: I think that sounds like it'll make my house so much more clean

KID: The dogs, you can't smell them anymore.

TONY: Remember, before the ProShield Plus, the Vaccher family was battling an extremely high number of particulates in their air. In fact, the air in their home was more polluted than the air outside. But, the ProShield Plus helped remove 98% of those harmful particles out of the air.

TONY: Well, if it can happen here in the Vaccher home then it can surely happen for you too.

WHITE FAMILY: We are an Oreck Family... we have the Oreck Vacuum and then now of course we have the Oreck ProShield Plus. What impresses me most about the Oreck ProShield Plus is the Helios Shield, especially for odors in the house, especially having a new baby, dirty diapers, and also having dogs. It, it really does help with that.

TANYA: And while it cleans your air, it's also saving you money. The Helios Shield and Truman Cell never need to be replaced and the ProShield Plus can use as little electricity as a 25-watt bulb. Other air

purifiers rely on HEPA filters just like these. They have to be replaced; they can cost you hundreds of dollars and their filters that can eventually end up in a landfill.

TANYA: But with Oreck's ProShield Plus 'capture and kill' filtration system you don't use expensive HEPA filters. You just remove the Truman Cell, let it soak in some warm soapy water, rinse it out... Oh, look at all the nasty stuff it pulled out of the air. And when you are finished let it dry and then put it back in.

TANYA: You know David Oreck has spent a lifetime creating products to help give your home a healthier clean. Now his new ProShield Plus Air Purifier can help give the air a healthier clean, too!

CUT TO DAVID ORECK

DAVID ORECK: The EPA says indoor air may be five times more polluted than the air out in the street.

01:08:03;14

DAVID ORECK: And if you have weather-tight doors and windows, pets, use aerosol cleaners or smoke, you could be adding to the problem.

DAVID ORECK: That's where my new Pro Shield Plus Air Purifier comes in.

01:08:14;12

DAVID ORECK: Independent Air Quality Tests proved that my new Oreck ProShield Plus could help reduce the amount of harmful airborne particles in your home by up to 99%.

DAVID ORECK: Imagine, if the air you're breathing right now was 99% cleaner and healthier. It might make it easier to avoid exposure to colds and flu's this season in your home.

CUT TO TESTIMONIALS

CATHERINE: You really feel a difference, you can smell a difference.

NOCELLA FAMILY: When you walk in your home you smell that the air is clean.

CHRISTIE: I feel really good about having clean air for my family.

**CTA #1**

01:08:41;09

**CTA #1**

ANNCR 2: Millions of harmful airborne microorganisms could be riding on the dust in your home, Those dust particles can carry harmful things like germs, cold and flu viruses, bacteria, mold and other allergens that could be in the air you’re breathing right now!

ANNCR 2: And when your front door closes, you and your family are sealed in with that pollution.

01:00:01;03

ANNCR 1: Now, you can fight back with the new Oreck ProShield Plus Air Purifier. The new ProShield Plus features two air purification innovations only available from Oreck, that can capture particles down to .1 microns.

ANNCR 1: Powerful fans circulate the air through the ProShield Plus. And Oreck’s patented Truman Cell electrostatically charges many dust particles, allergens, germs and viruses, pulling them out of the air like a magnet.

ANNCR 1: And for odors, Oreck’s brand new Helios Shield uses ultraviolet light to smash the molecular structure of gases, including tobacco smoke, cooking and pet odors, and even the harmful components of aerosols and cleaning products

01:09:40;11

ANNCR 2: This one-of-a-kind capture and kill filtration is guaranteed for life. There

01:09:54;02

are no expensive Hepa filters that have to be replaced, saving you hundreds of dollars over the lifetime of your air purifier.

ANNCR 1: The space saving design of the ProShield Plus allows it to work in either the upright or the low-profile position.

ANNCR 1: And best of all, you'll also get this handy remote control.

CUT TO DAVID ORECK

DAVID ORECK: I want you to use my new ProShield Plus in your home for 30 days. There is no obligation. You have absolutely nothing to lose! You know we're America's #1 seller of air purifiers, and I'm convinced this is the best one we have ever built!

01:10:21;02

ANNCR 2: Order now and David Oreck will send you his amazing cordless refrigerator air purifier. A \$50 value yours FREE.

01:10:28;14

ANNCR 1: And if you're one of the first 500 to order, you'll also get the incredible Speed Sweep cordless electric vacuum. It's both a powerful hand vacuum and floor vacuum—a \$100 value, yours FREE.

01:10:40;13

ANNCR 2: Both gifts are yours to keep even if you decide to return the air purifier. That's how sure David is you'll love his ProShield Plus.

CUT TO DAVID ORECK

DAVID ORECK: And shipping and handling is on me! In fact, if you don't sleep better, awake more refreshed, breathe more easily, dust your home less and simply enjoy the benefits of fresh, crisp, clean air just send it back. I'll even pay return shipping. So what are you waiting for? This is the ultimate risk-free offer. Call me now.

01:11:11;13

ANNCR 1: And heres a special

	announcement.
	ANNCR 1: Our country is facing what some are calling the worst flu season in years. With the existing flu pandemic on the rise, now more than ever we should be aware of airborne germs and viruses that can be in our homes.
01:11:27;00	ANNCR 2: That's why when you order now, David Oreck will give you \$50.00 off his new Oreck ProShield Plus. That's how committed Oreck is to the well being of your family and it's a smart way to help reduce your chance of exposure to colds and flu in your home.
01:11:41;14	ANNCR 1: The new ProShield Plus is backed by a 3-year overall warranty, and is supported by nearly 450 Oreck Clean Home Centers across North America.
CUT TO DAVID ORECK INTERVIEW	DAVID ORECK: I feel good knowing that there's millions of people all over the world actually using Oreck products and it's contributing to their well-being.
	DAVID ORECK: That makes me feel good!
01:12:02;10	ANNCR 1: Call Now and experience the Oreck Clean Air Advantage for 30 days risk free. Decide to keep it and it's yours with no payments and no interest for one year.
01:12:11;10	ANNCR 2: And find out how you can get a second ProShield Plus Air Purifier for half price.
01:12:16;12	ANNCR 1: You won't want to pass up this exclusive Oreck offer. So don't wait. Call now!
	LOCAL ANNOUNCER: Call 1-800-XXX-XXXX or log onto _____. Call now,

**SECOND SEGMENT**

CUT TO DAVID ORECK

MAN-ON-THE-STREET  
TESTIMONIALS

1-800-XXX-XXXX.

**SECOND SEGMENT**

DAVID ORECK: You know, people come up to me all the time and ask if my air purifier is really cleaning the air out of this chamber. Well, 'seeing is believing'. So I took my new ProShield Plus to a busy shopping mall so everyone could see its incredible air cleaning power for themselves.

Person1: That's a lot of smoke.

Group: Wow!

Person2: Wow!

Person3: Oh man, look at that!

Person4: Where did it go!

Person5: Wow!

Person6: Oh my God!

Person7: It worked so quickly. I mean I pushed the button I know how long it took. (Snaps fingers) Just like that.

Person10: Yeah...

Person11: That's amazing!

Person12: And there's nothing under the table, and it's...it just disappeared.

Person14: It's almost like unbelievable to watch that happen...

Person15: But we just saw it.

Person16: I know.

Person19: I have a lot of allergies so that

would be really good for someone like me.

Person21: I have an Oreck vacuum cleaner and I love it!

Person22: I trust David Oreck. 'Seeing is believing.'

Person24: If they can do that with that little box, imagine what it would do for our entire home, it would, it would be great!

Person27: This, I think it's a very good idea that I ought to just go ahead and get one.

Person28: We should get one of these.

Person29: Yeah, where do we get one?

Person30: I'll just take this one with me.

CUT TO TANYA MEMME

TANYA: Few things are more beautiful than flowers in bloom. Unfortunately, that can also mean pollen is in the air. And for some of us, that can mean more than just an occasional sneeze.

TANYA: No wonder so many families with allergy and asthma sufferers love the ProShield Plus.

CUT TO TESTIMONIALS

CHRISTIE: When we got the ProShield Plus air purifier, I had no idea the difference it would make. but I can't imagine not having one now.

DENA: I never thought about getting an air purifier and then when I did get one it's such a difference. I mean you don't realize you need it until you-you get one.

SAL: I've tried it, it works for me, I'm excited about it and so I'm telling everybody I know about the ProShield Plus.

CUT TO FIONA LINCKE/SCHOOL  
TEACHER TESTIMONIAL

FIONA: We'll I'm an educator and I've  
been teaching for ten years.

FIONA: I am working in a school that's  
very dusty and um I needed something to  
clear the air. And with the Oreck ProShield  
Plus, it just makes it more pleasant, and  
the-the kids love it. And you know  
something that's really amazing to me  
though is when I clean it to see all the dust  
and grime and dirt that comes off of it  
that's what my students would have been  
breathing in.

FIONA: I would highly recommend the  
Oreck ProShield Plus and it does make life  
more comfortable. It really does.

CUT TO TANYA MEMME

TANYA: Every year the flu causes high  
rates of absenteeism from school and work,  
costing our economy billions of dollars.  
That's why it just makes sense to do all you  
can to help protect your family from  
exposure to it. The Oreck ProShield Plus is  
an important step to help you filter many of  
these types of risks from your indoor air.

TANYA: Now check this out, at the other  
end of this chamber is the Oreck ProShield  
Plus and at this end I'm going to release  
some smoke. Now the smoke represents the  
particulates in the air that you can't see, the  
viruses, the molds, things that are so  
unhealthy for you and your family. Now  
watch how quickly the ProShield Plus  
draws in the smoke, captures it, cleans it,  
refreshes it and releases cleaner, fresher air  
back into your home.

01:15:26;12

TANYA: Powerful fans circulate the air  
through Oreck's patented Truman cell. It  
electrostatically charges many dust  
particles, allergens, germs and viruses,  
pulling them out of the air like a magnet.

TANYA: And for odors, Oreck's newest innovation, the Helios Shield uses the power of concentrated ultraviolet light to break down and neutralize odors and volatile organic compounds.

TANYA: As David Oreck says, "You have to move the air to clean the air," and that's exactly what it's doing.

**CTA #2**

CUT TO DAVID ORECK

01:16:02;00  
(reprise)

**CTA #2**

DAVID ORECK: Here are a couple of questions that can help you decide if it's really worth your while to try my new Oreck ProShield Plus Air Purifier.

DAVID ORECK: Do you want to protect your family from exposure to colds and flu this season in your home. Does your home have weather-tight doors and windows? Do you have pets? Do you ever use aerosol cleaners? Does the air quality in your community every get an elevated rating? Does anyone in your family have allergies or asthma? Do you ever have trouble sleeping? Does anyone in your home smoke?

DAVID ORECK: Now, if you answered 'yes' to any of these questions, you owe it yourself to experience the Oreck Clean Air Advantage risk-free for 30 days.

01:16:35;01

DAVID ORECK: Watch closely and I'll show you how powerful my new ProShield Plus is. This glass chamber represents the size of an average room.

DAVID ORECK: We have an Oreck ProShield Plus inside the chamber. We're going to fill the room full of smoke. That smoke represents the unseen dust, viruses, bacteria and allergens that could be in your air.

DAVID ORECK: Now, let me turn on my

new Oreck ProShield Plus and watch how it removes the smoke particles and recycles the air over and over again. And in less than hour the smoke is gone and the air is cleaner.

DAVID ORECK: In fact, independent testing proved the ProShield Plus helped produce an astounding 99% reduction in airborne particles in a room in an actual home.

DAVID ORECK: And it can do the same in your home.

DAVID ORECK: Smell and breathe the difference that I believe my ProShield Plus can make and once you do, I know you'll want to make it a permanent part of your home.

DAVID ORECK: Order now and I'll send you two free gifts, my refrigerator air purifier and my new Speed Sweep cordless electric vacuum.

DAVID ORECK: That's \$150 value in free gifts, and I'll pay shipping and handling as well. If you're not happy with my ProShield Plus send it back, I'll even pay return shipping, and you can keep both free gifts as a thanks just for trying it.

01:17:55;01

ANNCR 1: And here's a special announcement.

ANNCR 1: Our country is facing what some are calling the worst flu season in years. With the existing flu pandemic on the rise, now more than ever we should be aware of airborne germs and viruses that can be in our homes.

01:18:10;11

ANNCR 2: That's why when you order now, David Oreck will give you \$50.00 off

01:18:25;02

his new Oreck ProShield Plus. That's how committed Oreck is to the well being of your family and it's a smart way to help reduce your chance of exposure to colds and flu in your home.

ANNCR 1: The new Oreck ProShield Plus can work in the either the upright or low profile position, and it comes with handy remote control. Call now and get no payments, and no interest for one year.

ANNCR 2: And find out how you can get a second ProShield Plus Air Purifier for half price. Call now!

LOCAL ANNOUNCER: Call 1-800-XXX-XXXX or log onto \_\_\_\_\_. Call now, 1-800-XXX-XXXX.

**THIRD SEGMENT**  
CUT TO TANYA MEMME

**THIRD SEGMENT**  
TANYA: Who doesn't love puppies? But whether you're a dog or cat person, you know that pet hair and dander can make you sneeze or trigger allergies. That's why every pet lover should have an Oreck ProShield Plus in the house.

TANYA: Making having a great pet like this guy enjoyable for everyone in the family. Right, little sweetie?

CUT TO TESTIMONIALS

CHRISTIE: I've always had kind of a scratchy throat and you know I wake up in the morning and I sneeze. Now that I've had the ProShield Plus in my house, I feel a lot better.

SAL: I found out after a few years that I was allergic to my own cats and I wasn't going to get rid of my cats so I had to look at my options. So I thought well let me try an air purifier, let me try the Oreck ProShield Plus, and it's been working out great.

CUT TO TANYA MEMME

TANYA: Many scented sprays, candles, and plug-in type air fresheners like these don't really remove odors. They just cover up one odor with another. You see, some household products can contain VOCs—volatile organic compounds. According to the EPA, VOCs can be highly toxic and cause headaches, eye and sinus irritation, or just leave you feeling tired and listless.

01:19:56;08

TANYA: That's why the new Oreck ProShield Plus has an exclusive Capture and Kill filtration system. Its brand new Helios Shield uses concentrated ultraviolet light along with an advanced odor filter to neutralize volatile organic compounds and break down odors

TANYA: To prove just how powerful the new ProShield Plus really is, we put it to the ultimate test inside an environment full of nasty smelling VOC's ...

CUT TO NAIL/HAIR SALON  
TESTIMONIAL

CUSTOMER: Right when you walk in to any salon, you always smell like that acrylic smell, or you can smell hair spray...

CUSTOMER: I could smell the perm solutions. I could smell the hair tint...

STYLIST 1: Toxins, dust, and all the junk that we're breathing in all the time.

SALON OWNER: Well since we've gotten that Oreck ProShield Plus The minute you walk into the salon everything smells fresh and clean.

STYLIST 2: Knowing that I'm breathing in fresher air, it's clean and its safe, that gives me peace of mind working here every day.

CUSTOMER: the air is just so much fresher and cleaner.

CUSTOMER: It makes it much more enjoyable for me to sit here and get my hair done,

STYLIST: I can see and feel a big difference. It's amazing that such a small piece of equipment can cover the whole entire salon.

SALON OWNER: people started coming up to us and asking us, what are you guys doing in here, there's, the air, its fresher, its cleaner, its crisper. There's not that odor of the salon anymore. So, I told them we bought one of the Oreck air purifiers.

INTERVIEWER: And what'd they say?

MALE HAIRDRESSER: They wanted to know where they could get one? And I said, you're not taking mine.

CUT TO TONY FRASSRAND

TONY: This is the Wilkey home. Looks rather inviting, right? Well, the allergy suffers inside will tell you that sometimes the home is a hostile environment.

TONY: Now right now, we've got independent air quality specialist, Sara Coley inside getting ready to test the air quality. So we can let the Wilkeys know, what they are up against, especially up there in their son's bedroom, which is kind of a trouble spot for them.

TONY: What we're going to do is measure the number of particulates, things like dust, and pollen, and other allergens that maybe floating in the air. Then I'm going to show you how the Oreck ProShield Plus can help reduce those allergy triggers. Lets go see what Sara's up to.

TONY: Are we pretty much doing the same thing here that we did back at the Vaccher's living room?

01:21:58;04

SARA: Yes Tony, we're looking for the same types of common indoor particles.

TONY: These little particles are things that Rob maybe breathing in at night when he sleeps.

DAD: For us, it's all about Rob. He's got the allergies, uh we got to stay away from the dust and the dander and the doctors have told us try to keep it as clean as we can, taken as many proactive measures as we could to try and set it up for him.

MOM: We just tried to keep the pollen count down as much as we can in that room.

01:22:19;05

TONY: Well our Independent Air Quality Specialist did an initial test in 9-year old Rob's bedroom and found that even though his parents kept the house super clean, there were still a high number of particles in the air that could be the reason his allergies flared up so often. We then turned on the Oreck ProShield Plus and let it clean the air. After only a short period of time, our Independent Air Quality Specialist came back and retested the air to see how the ProShield Plus performed.

TONY: Sarah what'd you find?

SARA: Well Tony, we saw a 99% reduction in the number of particles in the air!

TONY: Wow!

DAD: Cool

MOM: 99%?

SARA: It was really dramatic.

MOM: That's a little, I can't believe that, I mean I dust that place every other day and I vacuum it almost daily and I can't believe there was a 99% reduction.

DAD: Part of me thinks, like how could that possibly be, but the numbers are there. That's exciting, it's terrific

MOM: It's a little unsettling that, you know, I clean and clean and clean, and yet 99%. Well it talks about the things that you don't see.

01:23:17;04

TONY: Remember, before the ProShield Plus, Rob was exposed to a high number of particles in the air. But the ProShield Plus was successful in helping to remove 99% of those harmful particles out of the air.

CUT TO DAVID ORECK

DAVID ORECK: This Truman cell was just removed from a ProShield Air Purifier. Now normally you would clean this off in your kitchen sink but I'm doing it here. And to show you how it traps many of the allergens, viruses, and bacteria in the air. You can actually see the dirt pulled from the air when you clean it. Now just look at that, would you drink water with this nasty stuff in it? Of course not so why breathe it in? Well now you can reduce allergens and pollutants and breathe cleaner fresher air with my new ProShield Plus Air Purifier.

01:24:14;02

DAVID ORECK: Folks, we've shown you that the airborne dust in your home could be carrying harmful microorganisms like germs, cold and flu viruses, bacteria, mold and other allergens that can make you sick.

DAVID ORECK: The bottom line is,

01:24:34;12

you've got to move the air to clean the air. And my new whisper-quiet Oreck does it!

DAVID ORECK: Just like it did for the many people who use the new Oreck ProShield Plus and love it!

CUT TO TESTIMONIALS

DENA: I love the ProShield Plus.

SAL: I love it, use it and I really recommend it.

CATHERINE: the Oreck ProShield Plus is nice looking. It's sleek, it's contemporary,

SANDY: I love it!

STEPHANIE: The Oreck ProShield Plus, yes, I like it. I love it actually. I think it's really great. It's definitely made a difference for me.

**CTA #3**

01:24:56;11

**CTA #3**

ANNCR 1: The new ProShield Plus features two air purification innovations only available from Oreck, that can capture particles down to .1 microns.

ANNCR 1: Powerful fans circulate the air through the ProShield Plus. And Oreck's patented Truman Cell electrostatically charges many dust particles, allergens, germs and viruses, pulling them out of the air like a magnet.

ANNCR 1: And for odors, Oreck's brand new Helios Shield uses ultraviolet light to smash the molecular structure of gases, including tobacco smoke, cooking and pet odors, and even the harmful components of aerosols and cleaning products

01:25:30;05

ANNCR 2: This one-of-a-kind capture and kill filtration system never needs to be replaced. You just rinse it clean, let dry and

it's back on the job. Plus it's guaranteed for life. And there are no expensive Hepa filters that have to be replaced, saving you hundreds of dollars over the lifetime of your air purifier.

01:25:46;10  
ANNCR 1: The space saving design of the ProShield Plus allows it to work in either the upright or the low-profile position. And best of all, when you order the new ProShield Plus, you'll also get this handy remote control. Now with a simple push of a button, you can control the ProShield Plus from anywhere in the room.

CUT TO DAVID ORECK  
DAVID ORECK: You know we're America's #1 seller of air purifiers, and I'm convinced this is the best one we have ever built!

01:26:10;08  
ANNCR 2: Order now and David Oreck will send you his amazing cordless refrigerator air purifier. A \$50 value yours FREE .

01:26:17;14  
ANNCR 1: And if you're one of the first 500 to order, you'll also get the incredible Speed Sweep cordless electric vacuum. It's both a powerful hand vacuum and floor vacuum—a \$100 value yours FREE.

CUT TO DAVID ORECK  
DAVID ORECK: And shipping and handling is on me! In fact, if you don't sleep better, awake more refreshed, breath more easily, dust your home less and simply enjoy the benefits of fresh, crisp, clean air just send it back. I'll even pay return shipping.

01:26:48;00  
DAVID ORECK: And you can keep the free gifts just for trying my new ProShield Plus. So what are you waiting for? This is the ultimate risk-free offer. Call me now.

01:26:58;14  
ANNCR 1: And here's a special announcement

01:27:12;14

ANNCR 1: Our country is facing what some are calling the worst flu season in years. With the existing flu pandemic on the rise, now more than ever we should be aware of airborne germs and viruses that can be in our homes.

ANNCR 2: That's why when you order now, David Oreck will give you \$50.00 off his new Oreck ProShield Plus.

ANNCR 2: That's how committed Oreck is to the well being of your family and it's smart way to help reduce your chance of exposure to colds and flu in your home.

01:27:28;06

ANNCR 1: The new ProShield Plus is backed by a 3-year overall warranty, and is supported by nearly 450 Oreck Clean Home Centers across North America.

CUT TO DAVID ORECK INTERVIEW

DAVID ORECK: We're an American company. We stand behind what we sell. I believe you ask anybody who bought an Oreck product I think you'll find that they say 'those are good folks'.

01:27:46;09

ANNCR 1: Call Now and experience the Oreck Clean Air Advantage for 30 days risk free. Decide to keep it and it's yours with no payments and no interest for one year.

CUT TO TESTIMONIAL

KEROL: When I opened the box and took it out. It's already ready to go, which is great. I didn't have to assemble anything. I just plugged it in.

01:28:01;01

ANNCR 2: Call now to find out how you can get a second ProShield Plus Air Purifier for half price.

01:28:07;03

ANNCR 1: You won't want to pass up this exclusive Oreck offer. So don't wait. Call now!

CLOSING DISCLAIMER

LOCAL ANNOUNCER: Call 1-800-XXX-XXXX or log onto \_\_\_\_\_. Call now, 1-800-XXX-XXXX.

ANNCR 1: The preceding was a paid presentation for the new Oreck ProShield Plus Air Purifier.



:120 DRTV Spot  
2813M-01  
Condensed Premiums

FINAL SPOT SCRIPT:  
October 1st, 2009



*Direct Thinking for Direct Response*  
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<u>VISUALS:</u>	<u>AUDIO:</u>
	<p>ANNCR (Male): Attention. The federal government warns we could be in for the worst flu season in decades. So how are you going to fight back the millions of microorganisms that could be riding on the airborne dust in your home?</p> <p>ANNCR (Female): And those dust particles could carry things like germs, cold and flu viruses, bacteria, mold and allergens. And could be spreading illnesses like the influenza virus and when your front door closes you and your family are sealed in with that pollution.</p>
	<p>ANNCR (Male): Now, you can fight back with the new Oreck ProShield Plus Air Purifier. The new ProShield Plus features two air-purification innovations only available from Oreck.</p> <p>ANNCR (Male): Powerful fans circulate the air through the ProShield Plus and Oreck's patented Truman Cell electrostatically charges many dust particles, allergens, germs and viruses pulling them out of the air like a magnet. And for odors, Oreck's brand new Helios Shield uses ultraviolet light to smash the molecular structure of gases and odors.</p> <p>ANNCR (Male): In fact, in home testing shows that the new ProShield Plus helped deliver up to a 99% reduction in airborne particles down to .1 microns.</p>
CUT TO TESTIMONIALS.	<p>NOCELLA FAMILY: The food odors, the dog odors, that's gone.</p> <p>CHRISTIE: I feel really good about having pure air for my family.</p>

	ANNCR (Female): David Oreck is so committed to the well being of your family that he'll ship his new ProShield Plus to you for FREE.
CUT TO DAVID ORECK	DO: I want you to use my new ProShield Plus in your home for 30 days. There is no obligation. You have absolutely nothing to lose!  DO: Order now, and I'll send you two free gifts. My Refrigerator Air Purifier and my new Speed Sweep Cordless Electric Vacuum.
	ANNCR (Male): That's \$150 in free gifts that are yours to keep even if you decide to return the air purifier. That's how sure David is you'll love his new ProShield Plus.
	ANNCR (Female): The ProShield Plus can work in either the upright or low profile position...
	ANNCR (Female): ...and it comes with a remote control.
	ANNCR (Male): Try it risk free for 30 days. Keep it and enjoy the freedom of NO payment and NO interest for 1 year. Call now and fight the flu in your home air, with the new Oreck ProShield Plus air purifier.



# WANT A NEW WAY TO HELP BATTLE THE FLU?

Introducing the NEW Oreck ProShield™+ Air Purifier. In-home testing shows the ProShield helped deliver up to a 99% reduction in airborne particles down to .1 microns†

- **Healthier:** Patented Truman Cell® captures and destroys many viruses, germs and allergens down to 0.1 micron.
- **Smarter:** Silence Technology® is amazingly quiet and uses as little energy as an ordinary lightbulb\*.
- **Reliable:** Helios Shield™ uses UV light to remove many odors from the air.

Because nothing could be more important than the air you breathe.

**\$00 OFF**

Can capture and destroy many airborne allergens and viruses like the flu!



BACTERIA



VIRUSES



POLLEN



Offer expires XX/XX/09

† High setting used for entire test period of time in a sealed room. Percent reduction includes natural deposition and particle size measured down to .1 micron. \*When unit is operating on low speed. ©2009 Oreck Holdings, LLC. All rights reserved. Oreck Direct, LLC, 1400 Salem Road, Cookeville, TN 38506. While supplies last. Cannot be combined with any other offer. See participating stores for details.

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 It's your go-to vac for almost any cleaning challenge.

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