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YOUR BABY CAN READ! INFOMERCIAL

For The Record, Inc.

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FEDERAL TRADE COMMISSION

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FEDERAL TRADE COMMISSION

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The following transcript was produced from a
digital recording provided to For The Record, Inc. on
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YOUR BABY CAN READ! INFOMERCIAL

ON SCREEN: Your Baby Can Read!

BABY'S VOICE: Your baby can read.

ON SCREEN: The following is a paid presentation for Your Baby Can Read

MALE ANNOUNCER: The following is a paid presentation for Your Baby Can Read.

ON SCREEN: Chad Murdock

TV PRODUCER/FATHER

CHAD MURDOCK: Hi, I’m Chad Murdock. As a producer, I have seen thousands of products during my career. Two years ago, I was compelled to bring one of those products to you. I would have given anything to have had Your Baby Can Read when my son, Michael, was just a curious little boy or before my daughter, Savannah, learned to walk. I am back again to share more incredible stories from around the world.

Your response to Your Baby Can Read has been overwhelming, with over one million families helping babies learn to read. See how far some have grown and you, too, will want to get Your Baby Can Read. What you are about to see will amaze you.

ON SCREEN: Mia at 12 months HOME VIDEO
UNIDENTIFIED FEMALE: Which one says keys?

MIA: Yeah.

ON SCREEN: Lauren at 10 months HOME VIDEO

UNIDENTIFIED FEMALE: Wave. (Baby waving).

ON SCREEN: Archer at 18 months HOME VIDEO

UNIDENTIFIED FEMALE: What’s that word?

ARCHER: Ball.

ON SCREEN: Anya Alexis at age 5 HOME VIDEO

ANYA ALEXIS: And I am sure she was able to
give a full --

ON SCREEN: Lydia at 15 months HOME VIDEO

UNIDENTIFIED FEMALE: What does this say?

LYDIA: Baby.

ON SCREEN: Jaden at 18 months HOME VIDEO

UNIDENTIFIED FEMALE: Ooh, what about this

word?

JADEN: Swing.

UNIDENTIFIED FEMALE: Oh, good job.

ON SCREEN: Atia at 22 months HOME VIDEO

UNIDENTIFIED FEMALE: These words say?

ATIA: Touch your ears.

ON SCREEN: Autumn at age 5 HOME VIDEO

AUTUMN: Fresh raspberry cupcakes with vanilla

creme.

ON SCREEN: Aiden at 18 months HOME VIDEO
AIDEN: Giraffe.

UNIDENTIFIED MALE: Giraffe.

ON SCREEN: Rex at 14 months HOME VIDEO

UNIDENTIFIED FEMALE: What does it say, Rex?

REX: Hi.

UNIDENTIFIED FEMALE: Hi, good job.

ON SCREEN: Charley at 18 months

UNIDENTIFIED FEMALE: Do you know this one?

CHARLEY: Oh, turtle.

UNIDENTIFIED FEMALE: Turtle.

UNIDENTIFIED MALE: Turtle.

ON SCREEN: Skyler at age 5 HOME VIDEO

SKYLER: Snakes stop their enemies from coming too close.

ON SCREEN: Lydia at 19 months HOME VIDEO

UNIDENTIFIED FEMALE: What is this one?

LYDIA: Zip.

UNIDENTIFIED FEMALE: zip.

ON SCREEN: Dane at age 2½ HOME VIDEO


ON SCREEN: Gianna at 15 months HOME VIDEO

CHAD MURDOCK: These children have seized this

ON SCREEN: Adam at 26 months HOME VIDEO

CHAD MURDOCK: -- small window of early
learning --

ON SCREEN: Cooper at 18 months  HOME VIDEO

CHAD MURDOCK: -- and they love to learn.

Today, you’re going to hear their amazing stories and meet Dr. Robert Titzer who created the revolutionary early learning system for his own daughter called Your Baby Can Read.

ON SCREEN: Robert Titzer, Ph.D.

Creator of Your Baby Can Read

CHAD MURDOCK: I sat down with Dr. Titzer to discuss a recent scientific study of two groups --

ON SCREEN: Results based on mean scores of two study groups.

Study sponsored by Your Baby Can Read on ages 10 to 23 months.

CHAD MURDOCK: -- of babies, a Your Baby Can Read group and a control group.

ON SCREEN: Test scores chart

DR. ROBERT TITZER: In all of these tests, the control group babies were at average or below average, whereas the Your Baby Can Read group babies had overall higher language scores. They had cognitive functioning scores higher than the control group babies. The Your Baby Can Read group babies did better than the control group babies in every area.
MALE ANNOUNCER: Stay tuned to see how you can
give your child the learning they crave before that
window closes.

ON SCREEN: Chad Murdock
TV PRODUCER/FATHER

CHAD MURDOCK: Let’s get to these amazing
stories. The first of two families that I interviewed
shows that it can work for two children of different ages
in the same house.

ON SCREEN: Manning
Yma & Archer’s Dad

MANNING: Very skeptical at first because you
don’t know if your child will respond in the same way as
what you’re seeing on the television.

ON SCREEN: Mona 24 MONTHS HOME VIDEO
Your Baby Can Read!
2008 Infomercial

MANNING: You may think, oh, here are these
people trying to --

ON SCREEN: Sophie 2 YEARS HOME VIDEO
Your Baby Can Read!
2008 Infomercial

MANNING: -- sell you some DVDs and they’re
showing you kids who are able --

ON SCREEN: Aleka 9 MONTHS HOME VIDEO
Your Baby Can Read!
2008 Infomercial

MANNING: -- to learn how to read at a real young age.

ON SCREEN: Amy
Yma & Archer’s Mom

AMY: One and a half or two years old I ordered it and it only took her a few months.

ON SCREEN: Yma at age 3 HOME VIDEO

AMY: I called Manning at work and I told him, I said, oh, my gosh, she’s reading. I have a film of her on vacation, she worked up to a Beware of Mountain Lion sign and it’s three paragraphs and she just read it to us.

ON SCREEN: Make plenty of noise while you hike so as to reduce the chances of surprising a lion. I read it to you, too.

YMA: Make plenty of noise while you hike so as to reduce the chances of surprising a lion. I read it to you, too.

ON SCREEN: Yma at age 3 HOME VIDEO

AMY: I’m doing dishes and I look over and she’s gone to her room and she’s in there reading.

MANNING: I didn’t really know whether it was the program or whether it was just that Yma was really
gifted and talented.

ON SCREEN: Archer at 18 months   HOME VIDEO

MANNING: But here Archer is being able to read

at one and a half.

UNIDENTIFIED FEMALE: What’s that one?

ARCHER: Up.

UNIDENTIFIED FEMALE: And then what’s that one?

ARCHER: Down.

UNIDENTIFIED FEMALE: Down.

MANNING: If you get one that he likes, he’ll

start flailing and running around the room with

excitement over it.

UNIDENTIFIED FEMALE: What is it?

ARCHER: Hair.

UNIDENTIFIED FEMALE: Hair.

ON SCREEN: Yma at age 3   HOME VIDEO

MANNING: These are the times where every penny

you spend on your child is going to come back to you ten-

fold.

ON SCREEN: Dane at age 2 ½

DANE: Hi.

ON SCREEN: Kaci & Jamone

Dane’s Parents

KACI: I really wanted education to be a

central part of what we were able to offer Dane.
JAMONE: She had a strong, you know, upbringing in education and I didn’t. When I was younger, I don’t remember having to come home and do homework because my mother worked later and she didn’t get home until 11:00 at night. I knew that I wanted my son to have a better opportunity than I did.

ON SCREEN: Your Baby Can Read! HOME VIDEO

Since 13 months

KACI: Dane was 13 months when we started him on Your Baby Can Read and we actually saw kids that were much younger than that.

JAMONE: I’m always a skeptic. I’m like, you know, these kids could be geniuses or something, I don’t know. But I’ll buy it anyway just in case. I was getting ready and all of a sudden he says one of the words and he points at it and says, baby. And I’m like, oh, oh, like he’s recognizing the words.

ON SCREEN: Dane at age 2 ½ HOME VIDEO

JAMONE: What’s this one?

DANE: Stars.

JAMONE: Stars, good job. What’s this one?

DANE: Kicking.

JAMONE: Kicking, good job. What’s this one?

DANE: Walk.

JAMONE: Walk.
KACI: People were commenting about how amazing it was, all of these really wonderful reinforcing comments.

JAMONE: One of my buddies came over and I’m just like putting the words in front of Dane and Dane is like shoulders, you know. And my buddy was like, did he just read that? And I’m like, yeah. And he’s like, what? He’s like, wait a minute, how old is he? So, he’s like -- he thinks Dane is a genius right now. And I’m like, he’s not a genius. I said, this baby can read.

UNIDENTIFIED FEMALE: Fingers.

KACI: You know, even if your child is already two or already three or whatever the case may be, anything that you can do to give your child a running head start is a step in the right direction.

JAMONE: What’s this one?

DANE: Eyes.

JAMONE: Good job.

CHAD MURDOCK: Every parent talks about how easy it is if you just stay consistent. We couldn’t get to every place in the world that Your Baby Can Read is having success, so they sent in their stories.

ON SCREEN: Map of the world

Scotland, UK

ON SCREEN: Sharon & Jeff HOME VIDEO
SHARON: We first came across Your Baby Can Read at a Scottish baby show. At the time, my daughter Charley was about nine, ten months old. We’re at home that day with the full Your Baby Can Read package and really started enjoying it, and after a couple of weeks, she was -- that was all she wanted to do, and it just made me feel just wonderful.

UNIDENTIFIED FEMALE: Do you know this one?
CHARLEY: Turtle.
UNIDENTIFIED FEMALE: Turtle.
UNIDENTIFIED MALE: Turtle.
SHARON: We haven’t had the problems with two-years-olds, so we don’t have temper tantrums, we don’t have the terrible twos. We never had anything. It’s way more than just teaching your child how to read.

ON SCREEN: Charley at 24 months HOME VIDEO
CHARLEY: He’s searching. He’s peeking.
SHARON: It’s the best gift you can ever have.
All right, say bye-bye to the camera.
CHARLEY: Bye-bye.

ON SCREEN: Map of the world
Chicago
ON SCREEN: Steve & Laura
Atia’s Parents
LAURA: I told all of my friends and family how
much I actually wanted this program.

ON SCREEN: Atia at 22 months HOME VIDEO

LAURA: Within the first two weeks, she knew all the words.

UNIDENTIFIED FEMALE: This word says?

ATIA: Elephant.

UNIDENTIFIED FEMALE: Good. These words say?

ATIA: Touch your ears.

LAURA: We couldn’t believe it. We really couldn’t believe that what we had seen on TV was actually working at our house.

ON SCREEN; Atia at 28 months HOME VIDEO

BABY: Eyes. Los ojos means eyes.

UNIDENTIFIED FEMALE: Los ojos means eyes, that’s right.

LAURA: She’s now taking the cards and showing them to her little brother and emulating how Steve and I used to do it.

STEVE: The Your Baby Can Read system, it’s an amazing product that we swear by and we continue to use it and we will use it for all of our children.

ATIA: Try and say spider. He said spider.

CHAD MURDOCK: You might be saying as a parent, I am not an expert. You don’t have to be. Your Baby Can Read was designed by an expert who is also a father. He
will be the expert; you will be the teacher.

ON SCREEN: Robert Titzer, Ph.D.
Creator of Your Baby Can Read

DR. ROBERT TITZER: I was actually learning a lot about how babies learn and, at the same time, I was dropping my own baby off at the babysitter’s house. So, I felt really guilty dropping her off because I knew that her brain was developing very rapidly.

ON SCREEN: Footage from Dr. Titzer’s original video. HOME VIDEO

DR. ROBERT TITZER: So, I made a video and on the video, I put words and then acted out the words. Snow, this is snow.

So, I asked the babysitter, please put this video in any time you’re not actively engaged, playing with Aleka. After about six months, she started recognizing all the words in the video.

ON SCREEN: Aleka at 9 months HOME VIDEO

DR. ROBERT TITZER: This is not a short-term effect. This is a long-term effect that can change everything about the child, what the child’s interested in, how the child does in school, the child’s self esteem. This can put your child on a different path in life. This is what has happened with our family and many, many thousands of other families.
CHAD MURDOCK: There are so many examples of how Your Baby Can Read has helped children later in their education.

ON SCREEN: Anya Alexis 12 Months Old
Your Baby Can Read!
2008 Infomercial
Since 3 months

CHAD MURDOCK: Who can forget Anya Alexis? I got to sit down with her mother, Brandy, in Oklahoma, who knew Your Baby Can Read could work when she first heard Dr. Titzer speak.

ON SCREEN: Anya Alexis at age 2 HOME VIDEO
Charlotte’s Web

“...and she took hold of the axe and tried to pull it out of her father’s hand.”

ANYA ALEXIS: And she took a hold of the axe and tried to pull it out of her father’s hand. That’s not nice.

ON SCREEN: Brandy
Anya Alexis’ Mom

BRANDY: I look back when she was smaller and I was always so proud.

ON SCREEN: Anya Alexis at age 3 HOME VIDEO
ANYA ALEXIS: Oh, no, kind spirit. Then he will be spared.
BRANDY: Anya Alexis is drawn toward berries and anything that’s make-believe.

BRANDY: When Anya Alexis was three years old, she read her first Harry Potter book and she fell in love with it.

ANYA ALEXIS: ...able to imagine two people less likely to fall in love. I think you are forgetting, said...

BRANDY: I have yet to see a baby that has not enjoyed the Your Baby Can Read series. It makes it very easy for the parent. It’s easy and enjoyable for the child and the process works.

ON SCREEN: JuniorVersity Your Baby Can Read!

Since 2005

CHAD MURDOCK: Gwendolyn Cruise, Director of JuniorVersity has been using Your Baby Can Read since 2005, with amazing results.

GWENDOLYN: How many of you guys are going to go to Ivy League schools?

GWENDOLYN: I do not get behind anything that I
do not believe in. If I don’t believe in it, I’m not
going to try to push it, sell it. Our first graders here
are now reading at a third grade level. A lot of people
are not fortunate to have all of the extra monies and
things that they need to make sure that their child can
read, can count. Then what? By this time, they’re
giving up. And then here’s the gang members and all the
other negative people that are coming in and taking over
that child’s mind.

If I could take this program into the projects,
I could make a difference. Your Baby Can Read would be
the answer for a parent that’s waiting for a way out.
They didn’t have it, but this could be an answer for the
kids. Get the Baby Can Read program, it works.

CHAD MURDOCK: It is hard to cut one minute of
these special stories, so here are just a few.

UNIDENTIFIED FEMALE: My baby is two years old
and he is reading.

UNIDENTIFIED MALE: He can read, he can
understand, he’s using the correlations perfectly.

UNIDENTIFIED FEMALE: I was like, oh, my gosh,
his he can read.

UNIDENTIFIED MALE: Your Baby Can Read has done
miracles for our son.

UNIDENTIFIED FEMALE: The time that you would
spend with your children, that’s bonding time. Take advantage of that opportunity.

UNIDENTIFIED MALE: Your Baby Can Read is an investment you should make.

UNIDENTIFIED FEMALE: You can’t go wrong with this program.

UNIDENTIFIED FEMALE: You have to see it.

UNIDENTIFIED MALE: Every day, you see a change in your kid. Try it out. It will work.

CHAD MURDOCK: Every baby has a right to learn, to read, to speak, to walk or whatever they choose to learn.

ON SCREEN: This is a paid presentation for Your Baby Can Read.

CHAD MURDOCK: But they can’t choose if they don’t have a chance and we can give them the chance.

ON SCREEN: World map Over 1 Million

FEMALE ANNOUNCER: Around the world, Your Baby Can Read has reached over one million, touching lives by helping babies learn to read and seeing is believing.

ON SCREEN: Lauren at 11 months HOME VIDEO LAUREN: Elbow.

ON SCREEN: Cooper at 18 months HOME VIDEO

UNIDENTIFIED FEMALE: Good.
ON SCREEN: Atia at 22 months HOME VIDEO

ATIA: Touch your ears.

ON SCREEN: Lydia at 15 months HOME VIDEO

LYDIA: Baby.

FEMALE ANNOUNCER: When a baby is born, its brain craves stimulation and its development accelerates at an incredible pace.

ON SCREEN: Human Brain Development Synapse Formation Dependent on Early Experiences

Graph

FEMALE ANNOUNCER: Studies have shown that synaptic connections related to language acquisition start before birth and peak around 11 months of age --

ON SCREEN: Phenomenal brain development during a child’s first 5 years

Simulation

25% 75% 90%
Birth 2 Years 5 Years

FEMALE ANNOUNCER: -- with nearly 90 percent of this incredible window of growth complete in their first five years. Every parent can seize this small window of opportunity and truly give their child an early start on all learning.

ON SCREEN: Awards for Your Baby Can Read!
FEMALE ANNOUNCER: Your Baby Can Read is a multiple award winner, a proven learning system which can give your child --

ON SCREEN: Racquel at 18 months HOME VIDEO

FEMALE ANNOUNCER: -- increased communication, enhanced learning and overall confidence.

ON SCREEN: Adam at 26 months HOME VIDEO

ON SCREEN: Aiden at 18 months HOME VIDEO

FEMALE ANNOUNCER: The infant and toddler years are the best and easiest time to learn --

ON SCREEN: Synapses in Infants and Toddlers

Tens of thousands of brain connections are created every second!

FEMALE ANNOUNCER: -- when the brain is creating thousands of synapses or connections every second. This allows a child to learn both the written word and spoken word.

TV: Elephant.

ON SCREEN: Simulation of child learning words

Clap

Visual Cortex

Auditory Cortex

Somatosensory Cortex

Motor Cortex

Speech
FEMALE ANNOUNCER: At the same time. This is how easy it works. Your child will see the word and, at the same time, hear the word.

TV: Clap.

FEMALE ANNOUNCER: Then your child will see and hear the meaning of the word through pictures or actions. Your Baby Can Read is an easy-to-use system that works by using a color code that starts with blue.

ON SCREEN: DVD Book Sliding Cards

FEMALE ANNOUNCER: One video, one book and one set of sliding cards until your child is ready to move on to the next color.

Stimulate your child’s brain naturally and easily with fun, interactive text, pictures --

ON SCREEN: Adam at 26 months HOME VIDEO

FEMALE ANNOUNCER: -- songs and games.

ON SCREEN: Kyan at 17 months HOME VIDEO

FEMALE ANNOUNCER: Your Baby Can Read can --

ON SCREEN: Dane at 2 2/1 years HOME VIDEO

FEMALE ANNOUNCER: -- become the foundation --

ON SCREEN: Mena at age 3 HOME VIDEO

FEMALE ANNOUNCER: -- for all learning for --

ON SCREEN: Jaden at 20 months HOME VIDEO

FEMALE ANNOUNCER: -- the rest of their lives --
ON SCREEN: Results based on mean scores of two study groups.

Study sponsored by Your Baby Can Read on ages 10 to 23 months.

FEMALE ANNOUNCER: -- and science proves it.

ON SCREEN: Overall Language Results chart
Auditory Communication Results
Expressive Communication Results
Overall Cognitive Results

FEMALE ANNOUNCER: In a scientific study with two groups of 10 to 23-month-old babies, the Your Baby Can Read group scored higher than the control group in all areas of the tests, overall language, understanding what they hear, expression using language and overall cognitive ability. This is proven.

Seize this small window of opportunity while they’re young.

ON SCREEN: Lauren at 15 months HOME VIDEO

FEMALE ANNOUNCER: This is the only chance you’ll ever have to be their first teacher.

ON SCREEN: 30 DAY RISK FREE TRIAL

$14.95

PLUS S&H

Early Language Learning System

CALL OR LOG ON RIGHT NOW
FEMALE ANNOUNCER: Call or go online right now for a 30-day risk-free trial. Try the complete Your Baby Can Read Early Language Development System risk-free for only $14.95. And it’s fully refundable. You pay nothing now except the trial amount. That’s right, get it all.

ON SCREEN: 30 DAY RISK FREE TRIAL
$14.95
PLUS S&H
Get Everything You Need To Help Your Child Succeed
Early Language Learning System
FEMALE ANNOUNCER: And for the first time, you get everything you need for your child to succeed.

ON SCREEN: 30 DAY RISK FREE TRIAL
$14.95
PLUS S&H
Start Off With The Parent Pack:
Parents’ Guide + Early Learning Workshop
FEMALE ANNOUNCER: To begin your program, you get the baby’s first teacher package that includes the Your Baby Can Read Success Guide with easy, step-by-step instructions, Dr. Titzer’s DVD where he shares with you the secrets of how this easy program has helped hundreds of thousands around the world.

ON SCREEN: 30 DAY RISK FREE TRIAL
$14.95
PLUS S&H

Start Off With The Parent Pack:
166 Teaching Words & 15 Games

FEMALE ANNOUNCER: We also include 166 interactive words with 15 fun games to share and enjoy with your child.

ON SCREEN: 30 DAY RISK FREE TRIAL
$14.95
PLUS S&H
Be Your Baby’s First Teacher

KARLI: You are your child’s first teacher. You are the one that loves your child unconditionally and wants them to succeed.

ON SCREEN: 30 DAY RISK FREE TRIAL
$14.95
PLUS S&H
5 LEVELS OF LEARNING:

FEMALE ANNOUNCER: You’l receive this incredible five levels of learning set. This proven read and play program captures your child’s attention using interactive books, DVDs and sliding cards.

ON SCREEN: 30 DAY RISK FREE TRIAL
$14.95
PLUS S&H

The Complete Five Level Learning System

FEMALE ANNOUNCER: And before you know it, your baby can read.

ON SCREEN: 30 DAY RISK FREE TRIAL

$14.95

PLUS S&H

30 Day Money Back Guarantee

FEMALE ANNOUNCER: That’s right. If you do not see success in 30 days, just send it back for a complete refund, no questions asked.

ON SCREEN: 30 DAY RISK FREE TRIAL

$14.95

PLUS S&H

SPECIAL BONUS!!

FREE Gift With Purchase

Your Child Can Read!

FEMALE ANNOUNCER: As a free gift with your purchase today, you’ll also get a special bonus. It’s our incredible companion DVD series, Your Child Can Read, that will help unlock the next level of your child’s reading potential.

ON SCREEN: 30 DAY RISK FREE TRIAL

$14.95

PLUS S&H
EXCLUSIVE OFFER!

Not Available In Any Store

FEMALE ANNOUNCER: This exclusive offer is not available in any store. The DVDs from Your Child Can Read give you hundreds and hundreds of new words as it teaches phonics, comprehension and reading speed --

ON SCREEN: 30 DAY RISK FREE TRIAL

$14.95

PLUS S&H

EXCLUSIVE OFFER!!

FREE Gift With Purchase

FEMALE ANNOUNCER: -- and it’s yours to keep absolutely free with your purchase.

But that’s not all. With this exclusive television offer, call or go online right now and your shipping and handling is free.

ON SCREEN: 30 DAY RISK FREE TRIAL

$14.95

PLUS S&H

FREE Shipping & Handling

Call Now Risk Free Trial

FEMALE ANNOUNCER: Order this 30-day risk-free trial.

ON SCREEN: 30 DAY RISK FREE TRIAL

$14.95
PLUS S&H
FREE Shipping & Handling
SATISFACTION GUARANTEED

FEMALE ANNOUNCER:  Your satisfaction is 100 percent guaranteed. You can give your child the ultimate gift, a real head start in life. Order Your Baby Can Read now.

ON SCREEN:  Chad Murdock
TV PRODUCER/FATHER

CHAD MURDOCK:  You know, in the first show, we had a chance to be introduced to an amazing family, with two boys who both learned to read early with Your Baby Can Read.

ON SCREEN:  Brian & Lindsay

GRAHAM & RIDLEY’S PARENTS

LINDSAY:  Graham started at, I would say, around the six-month mark and we didn’t see any sign.

ON SCREEN:  Graham at 14 months  HOME VIDEO

LINDSAY:  But as soon as he could talk, he was

reading everything off the screen.

GRAHAM:  Teeth.

UNIDENTIFIED FEMALE:  Good job.

GRAHAM:  Keys.

UNIDENTIFIED FEMALE:  Keys.  What’s that?

GRAHAM:  Monkey.
UNIDENTIFIED FEMALE: Monkey.

LINDSEY: I don’t know if I worried whether he would be well-rounded. Before I even had a chance to be worried, he was outside shooting hoops.

ON SCREEN: Graham at age 8

GRAHAM: You know, reading’s fun and it leads you to lots of other things, too. I’ve always loved to play sports, you know, art I love, piano.

LINDSEY: Having Ridley do the exact same thing two years later was the give-away right there.

ON SCREEN: Ridley at 18 months HOME VIDEO

LINDSEY: It was all as a result of this program.

RIDLEY: Tiger.

LINDSEY: What does a tiger say?

RIDLEY: Delicious.

LINDSEY: We’ve had parents come up to us and say, I want you to know, Graham or Ridley inspired my child to read.

GRAHAM: That just makes me feel really great.

ON SCREEN: Graham at age 5 HOME VIDEO

GRAHAM: And also new people that I meet, they’re like how did you learn how to read that quickly, and I said, Your Baby Can Read.

The Civil War would last for years and take the
lives of more than 600,000 Americans.

    UNIDENTIFIED FEMALE: No way.

    GRAHAM: Way.

    BRIAN: Your Baby Can Read really opens up an
    unlimited possibility for your child.

    LINDSEY: We think about our children and their
    future and we want their future to be bright and to give
    them every opportunity, and with Your Baby Can Read, you
    really are giving your kids so much more than you ever
    dreamed. I have to thank Your Baby Can Read for the gift
    that they have given our family.

    ON SCREEN: Cheryl
    Lydia’s Mom

    CHERYL: When I was pregnant with Lydia, we
    didn’t think about reading. We thought we wanted her to
    be interested in books and look at pictures all along the
    way, and we planned on reading to her, but we never
    thought that she would be reading to us.

    ON SCREEN: Lydia at 19 months HOME VIDEO
    LYDIA: No.

    UNIDENTIFIED FEMALE: No. And this word?
    LYDIA: Eyes.

    UNIDENTIFIED FEMALE: Eyes. That’s good. What
    is this word?
    LYDIA: Zip.
UNIDENTIFIED FEMALE: Zip.

CHERYL: She loves to learn and it’s not like there’s anything particular about Lydia. I think all babies love to learn. It’s just nurturing that love of learning, instead of waiting until they’re five and six years old and then it’s a chore for them.

LYDIA: Bubble.

UNIDENTIFIED FEMALE: Bubble. Very good. And this one?

LYDIA: Ball.

UNIDENTIFIED FEMALE: Ball.

CHERYL: Your Baby Can Read, in my opinion, is the best thing we could have done for Lydia. Instead of just sending her off somewhere and hoping somebody else might teach her something, I’m ensuring that she’s learning.

CHAD MURDOCK: We couldn’t get to every place in the world that Your Baby Can Read is having success, so they sent in their stories.

ON SCREEN: Map of the world

THE PHILIPPINES

ON SCREEN: Joanna HOME VIDEO

Adam’s Mom

JOANNA: Here in the Philippines two languages is a must.
ON SCREEN: Adam at 26 months  HOME VIDEO

JOANNA: It’s very, very unusual for a Filipino child to read and speak this early.

UNIDENTIFIED FEMALE: What is this?

ADAM: Arm.

UNIDENTIFIED FEMALE: Arm. What is this?

ADAM: Dog.

UNIDENTIFIED FEMALE: Dog.

JOANNA: I just purchased the program and it started with -- I started with Adam when he was four months old.

TV: There’s a red bow.

ADAM: There’s a red bow.

TV: Elbow.

ADAM: Elbow.

TV: Elbow.

ADAM: Elbow.

JOANNA: When he was a year something and he was able to really communicate well already, he would say, watch DVD, watch DVD. He learned most of the things that he knows now from Your Baby Can Read.

ADAM: It’s a big elephant. A big elephant.

JOANNA: I think Your Baby Can Read is a must in your home. You really have to have this product and start using it with your babies.
ON SCREEN: Map of the world

New York

UNIDENTIFIED FEMALE: Lauren, what does that say? Good job.

On screen: Cory & Krissy  HOME VIDEO
Lauren’s Parents

KRIS: I saw the program when I was pregnant and I said we had to have it, especially with all the testimonials. You see all the kids doing it. You know it can’t be fake.

ON SCREEN: Your Baby Can Read!
Since 3 months
HOME VIDEO

KRIS: So, I think at three months is when we had started Your Baby Can Read, and she loved it. And then I think about the nine-month mark, she was starting to pick up the words.

ON SCREEN: Lauren at 10 months  HOME VIDEO
UNIDENTIFIED FEMALE: Wave.

KRIS: We kind of looked at each other with our jaws down like, did she just do that? And we were like -- you know, we’re calling the grandmas, we’re calling the brothers. We had to tell everybody.

ON SCREEN: Lauren at 11 months  HOME VIDEO
UNIDENTIFIED FEMALE: Kick. Drum.
CORY: It’s definitely -- this is proof that they do absorb everything they say at such a young age.

ON SCREEN: Lauren at 15 months  HOME VIDEO

KRISY: She loves it, so why wouldn’t I want to spend time with her doing her favorite thing?

LAUREN: Keys. Cow.

CORY: It’s unknowing what she’ll accomplish in her life.

LAUREN: Pig.

UNIDENTIFIED FEMALE: What sound does a piggy make?

LAUREN: Oink, oink.

ON SCREEN: Robert Titzer, Ph.D.

Creator of Your Baby Can Read

DR. ROBERT TITZER: Imagine what the world is going to be like if we have more of those kinds of babies and toddlers in the future. They just have a life in front of them full of opportunities and to think that not only my own children, but I have met many thousands of children all over the world. People are using Your Baby Can Read and they love using this program because it is changing their lives.

CHAD MURDOCK: What amazes me about Dr. Titzer is his true passion and desire for every child in the world to be able to read.
What an honor it was to interview so many families. See how Your Baby Can Read has changed their lives.

UNIDENTIFIED FEMALE: Eighteen months, you know, she’s reading.

UNIDENTIFIED FEMALE: There’s books, there’s flip cards, there’s flip pages.

UNIDENTIFIED FEMALE: It’s absolutely the one thing every parent should have.

UNIDENTIFIED FEMALE: I go show all my family and they were like, wow, he’s reading.

UNIDENTIFIED FEMALE: The children picked it up immediately and I was amazed.

UNIDENTIFIED FEMALE: Start it now, you’re going to see results.

UNIDENTIFIED MALE: I can’t see how people could see this commercial and not own this. You have to buy it.

CHAD MURDOCK: You have this chance to do it right now for your kids or have the chance to give it as a gift. These last two stories are really special and you will see how Your Baby Can Read is changing lives every day.

ON SCREEN: Lautrice & Willie Racquel’s Parents
LAUTRICE: Before she was born, conceived or even thought of in our marriage, whatever was going to happen, she was going to be educated.

WILLIE: Lautrice had a great pregnancy, we had no indication that anything was wrong, and then, all of a sudden, she went into labor.

ON SCREEN: Your Baby Can Read is not designed as a course of treatment or teaching aid for children with learning disabilities.

You should immediately consult a professional if you suspect that your child may have a learning disability.

WILLIE: So, when she was born, she was two pounds, 14 ounces. They said that she had had some episodes. She had stopped breathing five times during the night. All we could hope for was that she’d survive. And then that also inspired us to provide more so that she would be all that she could be.

One day I was watching an interview with Dr. Titzer. I kind of looked at it skeptically.

ON SCREEN: Evan 24 Months HOME VIDEO

Your Baby Can Read

2008 Infomercial

WILLIE: Then I saw a bunch of children reading words.
ON SCREEN: Andy  18 Months   HOME VIDEO
Your Baby Can Read
2008 Infomercial
WILLIE: So, I said to myself, I’m going to
give this a shot.

ON SCREEN: Jacob  18 Months   HOME VIDEO
Your Baby Can Read
2008 Infomercial
WILLIE: It may work, it may not, but I’m going
to try everything I can to give my child everything I can
give her.

LAUTRICE: As a reading specialist, I said,
developmentally, a child has to be ready to read, and at
one, they’re not ready to read. And then he put it on,
Raquel took to it like a fish takes to water.

ON SCREEN: Racquel at 18 months   HOME VIDEO
UNIDENTIFIED MALE: What does this say?
RACQUEL: Rattle.
UNIDENTIFIED MALE: Rattle.
WILLIE: She was up to about 500 words the last
time I checked. She’s sitting there, either she knows
what some of the words mean or she wants to know. We
can’t go to a stop sign without hearing the word “stop.”

UNIDENTIFIED MALE: What does this say?
RACQUEL: Monkey.
UNIDENTIFIED MALE: Monkey. What does this say?

RACQUEL: Kick.

WILLIE: I know what it feels like to almost lose her, so I will never take her for granted and that -- you know, anything that she needs to have is provided for. Your Baby Can Read does what it was advertised to do.

LAUTRICE: She should have the ability to live life and live life to the fullest and that’s our jobs and that’s what we’re going to do for her.

UNIDENTIFIED MALE: What does this say?

RACQUEL: Your baby can read.

ON SCREEN: Sinda and Willie Amelea’s Parents

SINDA: I’d go home crying, you know, when I was smaller like in elementary and -- because kids would make fun of me.

ON SCREEN: Your Baby Can Read!

Since 6 months

Amelia at 20 months HOME VIDEO

SINDA: And I said, I don’t want that for my daughter.

WILLIE: She just went up and bought it. I mean, just said, you know, this is going to help our
daughter, so I didn’t care what it cost, you know.

SINDA: Yeah, he came home from work and I said, well, honey, I bought a thing that’s going to make Amelea read.

ON SCREEN Amelia at 20 months HOME VIDEO

SINDA: Can you point to the word wave? Good job.

WILLIE: Everybody thinks it’s memory, you know, she memorizes you saying that. But then we’d mix it up a little bit and then they were like --

SINDA: And just write them, you know, just random.

WILLIE: -- you know, just write them anywhere in random order, and they were like, man, she is pretty smart.

UNIDENTIFIED MALE: What’s that one?

AMELEA: Ball.

UNIDENTIFIED MALE: Ball.

UNIDENTIFIED FEMALE: Mm-hmm.

UNIDENTIFIED MALE: What’s that one?

AMELEA: Tree.

UNIDENTIFIED MALE: There we go.

WILLIE: We’re like a billboard for y’all. I mean, honestly, we’re in the mall and people say, oh, how did you do that? You know, you need to try to get it for
your child. If you love your grandbaby, get it.

UNIDENTIFIED MALE: Yeah, your ear. I mean, it’s unbelievable. You got to be plum lazy not to do it.

UNIDENTIFIED FEMALE: What’s this one?

AMELEA: Monkey.

UNIDENTIFIED FEMALE: Yeah, monkey. How about this one?

AMELEA: Bee.

UNIDENTIFIED FEMALE: Bee.

SINDA: My dad didn’t even graduate high school and he can’t read. When my dad seen her read the word for the first time, he said to her, I can’t even read that word. He thinks that’s the best thing that’s ever -- that was ever invented.

UNIDENTIFIED FEMALE: What’s this one?

AMELEA: Butter.

UNIDENTIFIED FEMALE: Butter. Ooh, that’s butter, it gets you.

WILLIE: Honestly, I don’t think our baby would have been that outgoing, you know, sharp, if it wasn’t for this, and that’s the only reason why I’m here, you know, to let them know that that’s -- I think it’s all because of Your Baby Can Read.

UNIDENTIFIED FEMALE: Say bye-bye.

AMELEA: Bye-bye.
UNIDENTIFIED FEMALE: Yeah.

CHAD MURDOCK: What better way to start a baby’s education, giving them a love for learning and the gift of reading for the rest of their life. So much in life is made up of words --

ON SCREEN: This is a paid presentation for Your Baby Can Read.

CHAD MURDOCK: -- and when you give them the gift of reading, you give them the key to the world around them for life.

ON SCREEN: World map

FEMALE ANNOUNCER: Around the world, Your Baby Can Read has reached over one million, touching lives by helping babies learn to read and seeing is believing.

ON SCREEN: Lauren at 11 months HOME VIDEO

LAUREN: Elbow.

ON SCREEN: Cooper at 18 months HOME VIDEO

UNIDENTIFIED FEMALE: Good.

ON SCREEN: Atia at 22 months HOME VIDEO

ATIA: Touch your ears.

ON SCREEN: Lydia at 15 months HOME VIDEO

LYDIA: Baby.

FEMALE ANNOUNCER: When a baby is born, its brain craves stimulation and its development accelerates
at an incredible pace.

ON SCREEN: Human Brain Development

Synapse Formation Dependent on Early Experiences

Graph

FEMALE ANNOUNCER: Studies have shown that synaptic connections related to language acquisition start before birth and peak around 11 months of age --

ON SCREEN: Phenomenal brain development during a child’s first 5 years

Simulation

25% 75% 90%

Birth 2 Years 5 Years

FEMALE ANNOUNCER: -- with nearly 90 percent of this incredible window of growth complete in their first five years. Every parent can seize this small window of opportunity and truly give their child an early start on all learning.

ON SCREEN: Awards for Your Baby Can Read!

FEMALE ANNOUNCER: Your Baby Can Read is a multiple award winner, a proven learning system which can give your child --

ON SCREEN: Racquel at 18 months HOME VIDEO

FEMALE ANNOUNCER: -- increased communication, enhanced learning and overall confidence.
ON SCREEN: Adam at 26 months  HOME VIDEO

ON SCREEN: Aiden at 18 months  HOME VIDEO

FEMALE ANNOUNCER: The infant and toddler years are the best and easiest time to learn --

ON SCREEN: Synapses in Infants and Toddlers

Tens of thousands of brain connections are created every second!

FEMALE ANNOUNCER: -- when the brain is creating thousands of synapses or connections every second. This allows a child to learn both the written word and spoken word.

TV: Elephant.

ON SCREEN: Simulation of child learning words

Clap

Visual Cortex

Auditory Cortex

Somatosensory Cortex

Motor Cortex

Speech

FEMALE ANNOUNCER: At the same time. This is how easy it works. Your child will see the word and, at the same time, hear the word.

TV: Clap.

FEMALE ANNOUNCER: Then your child will see and hear the meaning of the word through pictures or actions.
Your Baby Can Read is an easy-to-use system that works by using a color code that starts with blue.

ON SCREEN: DVD Book Sliding Cards

FEMALE ANNOUNCER: One video, one book and one set of sliding cards until your child is ready to move on to the next color.

Stimulate your child’s brain naturally and easily with fun, interactive text, pictures --

ON SCREEN: Adam at 26 months HOME VIDEO

FEMALE ANNOUNCER: -- songs and games.

ON SCREEN: Kyan at 17 months HOME VIDEO

FEMALE ANNOUNCER: Your Baby Can Read can --

ON SCREEN: Dane at 2 2/1 years HOME VIDEO

FEMALE ANNOUNCER: -- become the foundation --

ON SCREEN: Mena at age 3 HOME VIDEO

FEMALE ANNOUNCER: -- for all learning for --

ON SCREEN: Jaden at 20 months HOME VIDEO

FEMALE ANNOUNCER: -- the rest of their lives --

ON SCREEN: Results based on mean scores of two study groups.

Study sponsored by Your Baby Can Read on ages 10 to 23 months.

FEMALE ANNOUNCER: -- and science proves it.

ON SCREEN: Overall Language Results chart
Auditory Communication Results
Expressive Communication Results
Overall Cognitive Results

FEMALE ANNOUNCER: In a scientific study with two groups of 10 to 23-month-old babies, the Your Baby Can Read group scored higher than the control group in all areas of the tests, overall language, understanding what they hear, expression using language and overall cognitive ability. This is proven.

Seize this small window of opportunity while they’re young.

ON SCREEN: Lauren at 15 months HOME VIDEO
FEMALE ANNOUNCER: This is the only chance you’ll ever have to be their first teacher.

ON SCREEN: 30 DAY RISK FREE TRIAL
$14.95
PLUS S&H
Early Language Learning System
CALL OR LOG ON RIGHT NOW

FEMALE ANNOUNCER: Call or go online right now for a 30-day risk-free trial. Try the complete Your Baby Can Read Early Language Development System risk-free for only $14.95. And it’s fully refundable. You pay nothing now except the trial amount. That’s right, get it all.

ON SCREEN: 30 DAY RISK FREE TRIAL
$14.95
PLUS S&H

Get Everything You Need To Help Your Child Succeed
Early Language Learning System

FEMALE ANNOUNCER: And for the first time, you get everything you need for your child to succeed.

ON SCREEN: 30 DAY RISK FREE TRIAL
$14.95
PLUS S&H

Start Off With The Parent Pack:
Parents’ Guide + Early Learning Workshop

FEMALE ANNOUNCER: To begin your program, you get the baby’s first teacher package that includes the Your Baby Can Read Success Guide with easy, step-by-step instructions, Dr. Titzer’s DVD where he shares with you the secrets of how this easy program has helped hundreds of thousands around the world.

ON SCREEN: 30 DAY RISK FREE TRIAL
$14.95
PLUS S&H

Start Off With The Parent Pack:
166 Teaching Words & 15 Games

FEMALE ANNOUNCER: We also include 166 interactive words with 15 fun games to share and enjoy
with your child.

ON SCREEN:  30 DAY RISK FREE TRIAL

$14.95

PLUS S&H

Be Your Baby’s First Teacher

Karli

KARLI: You are your child’s first teacher.

You are the one that loves your child unconditionally and wants them to succeed.

ON SCREEN:  30 DAY RISK FREE TRIAL

$14.95

PLUS S&H

5 LEVELS OF LEARNING:

FEMALE ANNOUNCER: You’ll receive this incredible five levels of learning set. This proven read and play program captures your child’s attention using interactive books, DVDs and sliding cards.

ON SCREEN:  30 DAY RISK FREE TRIAL

$14.95

PLUS S&H

The Complete Five Level Learning System

FEMALE ANNOUNCER: And before you know it, your baby can read.

ON SCREEN:  30 DAY RISK FREE TRIAL

$14.95
PLUS S&H

30 Day Money Back Guarantee

FEMALE ANNOUNCER: That’s right. If you do not see success in 30 days, just send it back for a complete refund, no questions asked.

ON SCREEN: 30 DAY RISK FREE TRIAL

$14.95

PLUS S&H

SPECIAL BONUS!!

FREE Gift With Purchase

Your Child Can Read!

FEMALE ANNOUNCER: As a free gift with your purchase today, you’ll also get a special bonus. It’s our incredible companion DVD series, Your Child Can Read, that will help unlock the next level of your child’s reading potential.

ON SCREEN: 30 DAY RISK FREE TRIAL

$14.95

PLUS S&H

EXCLUSIVE OFFER!

Not Available In Any Store

FEMALE ANNOUNCER: This exclusive offer is not available in any store. The DVDs from Your Child Can Read give you hundreds and hundreds of new words as it teaches phonics, comprehension and reading speed --
ON SCREEN: 30 DAY RISK FREE TRIAL
$14.95
PLUS S&H
EXCLUSIVE OFFER!!
FREE Gift With Purchase
FEMALE ANNOUNCER: -- and it’s yours to keep absolutely free with your purchase.
But that’s not all. With this exclusive television offer, call or go online right now and your shipping and handling is free.
ON SCREEN: 30 DAY RISK FREE TRIAL
$14.95
PLUS S&H
FREE Shipping & Handling
Call Now Risk Free Trial
FEMALE ANNOUNCER: Order this 30-day risk-free trial.
ON SCREEN: 30 DAY RISK FREE TRIAL
$14.95
PLUS S&H
FREE Shipping & Handling
SATISFACTION GUARANTEED
FEMALE ANNOUNCER: Your satisfaction is 100 percent guaranteed. You can give your child the ultimate gift, a real head start in life. Order Your Baby Can
ON SCREEN: The preceding has been a paid presentation for Your Baby Can Read.

MALE ANNOUNCER: The preceding has been a paid presentation for Your Baby Can Read.

(The recording was concluded.)
CERTIFICATION OF TYPIST

MATTER NUMBER: 1123045
CASE TITLE: YOUR BABY CAN READ!
TAPING DATE: DATE UNKNOWN
TRANSCRIPTION DATE: DECEMBER 13, 2011

I HEREBY CERTIFY that the transcript contained
herein is a full and accurate transcript of the tapes
transcribed by me on the above cause before the FEDERAL
TRADE COMMISSION to the best of my knowledge and belief.

DATED: DECEMBER 13, 2011

ELIZABETH M. FARRELL

CERTIFICATION OF PROOFREADER

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

WANDA J. RAVER