Exhibits
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Exhibit A-1

WordSmart Corporation
Infomercial
OFFICIAL TRANSCRIPT PROCEEDING
FEDERAL TRADE COMMISSION

MATTER NO. 1323161

TITLE WORDSMART

DATE RECORDED: DATE UNKNOWN
TRANSCRIBED: DECEMBER 9, 2013

PAGES 1 THROUGH 29

VIDEO -- WORDSMART INFOMERCIAL

For The Record, Inc.
(301) 870-8025 - www.ftrinc.net - (800) 921-5555
FEDERAL TRADE COMMISSION

INDEX

RECORDING: Wordsmart Infomercial

PAGE: 3
FEDERAL TRADE COMMISSION

In the Matter of:  
Wordsmart  
Matter No. 1323161

Date Unknown

The following transcript was produced from a CD provided to For The Record, Inc. on December 6, 2013.
PROCEEDINGS

WORDSMART INFOMERCIAL

MALE ANNOUNCER: The following program is a paid advertisement for the Wordsmart Accelerated Reading and Comprehension Program.

(Music playing.)

ALEX TREBEK: Hello, everyone. I’m Alex Trebek. As you can see, I’m about to go back to school, but not for obvious reasons. Let me explain. Every day, millions of people all across the country watch television quiz shows challenge contestants on their general knowledge. Well, today, I have a new challenge for you.

Whether you want to increase your knowledge, improve your grades, get into a good college, earn a higher income or simply go further in life, stay tuned, because it’s time to join the Wordsmart phenomenon, just as hundreds of thousands of people already have. Come along.

CAROLYN INGERMANSON: I don’t think I could have gotten a perfect score in the English section of my SAT without Wordsmart.

DIANE FOSTER: After doing Wordsmart, my SAT scores raised 400 points. That’s a huge deal.
MEGAN WARD: I would say I’m definitely a better student thanks to WordSmart. It clearly made a
difference.

GRAHAM MUMM: After taking my first ACT test, I used the Wordsmart Program, and afterwards, I had
dramatic results, about an eight point difference.

JAMILA WASHINGTON: With Wordsmart, I went from a C to an A plus and I -- I was so happy about that. It
really helped me a lot.

ALEX TREBEK: Do you know what sends these students through different doors of opportunity as they
tavel through life? There is something that determines which college they’ll attend, what job they’ll have,
their income level, and even who their friends will be. It’s not just grades, aptitude or even luck, it’s general
knowledge and vocabulary. That’s what success is ultimately all about.

But it all starts with reading. The good news is 95 percent of all students learn to read.
Unfortunately, only one-tenth of 1 percent reach the level of general knowledge and intelligence required to
attend Harvard. That means just 1 out of 1,000. Is your child the 1 out of 1,000 with a general knowledge and
intelligence to get them into an Ivy League school? Will they go to college at all?
Thanks to the Wordsmart Accelerated Reading and Comprehension Program, you can learn 10 to 100 times faster. That’s because Wordsmart is based on multi-sensory technology that accelerates the way the human brain learns information. Wordsmart is for students of every age, grade school, middle school, high school, college and even adults.

Although it’s guaranteed to improve letter grades, SAT, ACT, GRE, GMAT and IQ scores, Wordsmart is not just a test-taking course, which can be boring and expensive. Instead, it’s a fun and very effective program designed to help your child acquire one of the most powerful tools in the world, knowledge.

And, now, you have the opportunity to give your child the advantage they need to succeed in school and in life. So, don’t miss your chance to take the Wordsmart challenge and see for yourself how Wordsmart can help any student read, write, and speak better in just 30 days. Guaranteed.

KIM VALENTINE: The best thing that you can do for your child to really increase their level of vocabulary, to increase their love of words, and to increase their ability to learn new material is to use a product like Wordsmart.

MEGAN WARD: After using Wordsmart and after
gaining all these skills from it, college is easier to me,

FAYE BOWMAN: Wordsmart, from my point of view, is one of the most important things you can give a youngster to improve their vocabulary, their fluency, their comprehension, and their self-esteem.

MIKE ZIEFF: My grades are going up, you know. They were at Bs and now they’re going up to As. And it’s just like it’s changed my life and turned it around so much that it’s like, now, I can see my goal and it’s really close.

EILEEN ZIEFF: Having Wordsmart made me feel so much better about knowing that he now -- you know, I feel really good about his future.

DOTTIE BENSON: Had Wordsmart been around in my era, I know that my path would have changed.

ALEX TREBEC: The man behind Wordsmart, David Kay, is a pioneer in learning and education research. As a child, he was introduced to groundbreaking research by the father of aptitude testing, Johnson O’Connor. The early interactive teaching machines developed by Kay and O’Connor proved very effective in rapidly improving a student’s vocabulary, and as a result, improving their performance on intelligence tests.

To this day, Wordsmart is the only company
licensed to employ this breakthrough technology.

DAVID KAY: I wanted to bring this valuable material into every student’s life, every child’s life.

ALEX TREBEK: The road to knowledge is built on vocabulary, and this is where Wordsmart excels. The words found in the Wordsmart program are placed in strategic order, making it a whole lot easier to acquire vocabulary and knowledge.

MEGAN WARD: It gives you a better way to learn the material, and since learning is more interesting with Wordsmart, I’m more excited about learning.

Marilyn Sherwood: Wordsmart is the best program I’ve ever come across in the 35 years that I’ve been teaching.

Mareika Friedrich: You have a good education, you get a good job, you have a successful, comfortable life, and that’s what we want for our kids. And we believe that Wordsmart can help us and our children achieve that goal.

Diane Foster: Doing the Wordsmart, doing that whole program, it was a — it really put me a step forward, and that’s the best thing to do, especially senior year in high school, going into college, that’s exactly where you want to be, that one step forward.

Male Announcer: Do you know what determines
which college you'll attend, what job you'll have, your
income level and even who your friends will be? It's
your general knowledge and vocabulary. Introducing
Wordsmart, the innovative vocabulary and comprehension
program that takes learning to an entirely new level.
With Wordsmart, children, teens and adults across the
country are gaining new levels of knowledge in just two
to three 20-minute sessions a week.

Wordsmart is the best advantage a parent can
give their child of any age. And working adults gain the
skills and confidence they need to get ahead. Learn 10
to 100 times faster with Wordsmart. This exclusive
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more faster. That's because Wordsmart's five modes of
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Also included, the Wordsmart user guide, word
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Wordsmart challenge CD. This fun, interactive assessment
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As an added bonus, you’ll also receive the Wordsmart Mastermind CD. This interactive vocabulary building game is fun for the whole family. These free gifts, valued at over $100, are yours to keep even if you return the Wordsmart program. But you must call in the next 20 minutes. Call now and take the Wordsmart challenge risk-free for 30 days for only $14.95.

Shipping is free.

If you decide not to keep Wordsmart, we’ll refund your $14.95 and you can keep the Wordsmart Progressive Reader and Mastermind CDs as our gift to you. Your satisfaction is 100 percent guaranteed, so don’t miss your chance to call now. Give your child or yourself the gift of knowledge and the edge to succeed with Wordsmart.

MALE ANNOUNCER: Call 1-800-504-2302. That’s 1-800-504-2302. Don’t delay. Call now.

ALEX TREBEK: Research in a Time Magazine article states the average vocabulary of a 14-year-old in
1950 was 25,000 words. Today, it is less than half at
just 10,000 words. At that rate, even good students are
behind earlier generations.

With the information explosion, our vocabulary
shouldn't be going down, it should be going up. But
there is a way to reverse this trend. By building better
reading, writing and speaking skills with the compelling,
fun and easy-to-use Wordsmart Accelerated Reading and
Comprehension Program. This program gives students the
tools to close the vocabulary and comprehension gap and
puts them on the road to immediate success in the
classroom and beyond.

CAROLYN DALEY: She started using the
Wordsmart. One thing I noticed about her, because she is
a little shy, that her confidence came up.

ALLIE BENSON: I've noticed I have more
confidence writing my papers. I don't feel like I'm just
putting words on paper. I feel like I'm actually
communicating something in a very effective way.

ALEX TREBEK: As parents, we all have high
expectations for our children, but the truth is most
children are falling short of where they need to be. By
fourth grade, 70 percent of all public school students
already read below proficient levels. In fact, studies
show that, in some states, up to one-third of high school
students don’t even graduate.

ALEX TREBEK: If a student is going to struggle, when exactly will he begin falling behind?

DAVID KAY: After third grade, when you’re past the mechanics of reading, vocabulary is 55 percent of the reading challenge. It plays a tremendous role in reading comprehension. If they’re behind at this point, what could be a lifelong struggle begins.

MICHAEL SHAND: As soon as they reach a level where they’re able to read basic text, they could begin working with the lower levels of Wordsmart.

ALEX TREBEK: What’s the next threshold after the third grade?

DAVID KAY: The next learning threshold is at the beginning of middle school, then again at high school, then at the start of college, as textbooks become increasingly more difficult.

ALEX TREBEK: So, students from third grade on through middle school, high school, college and even adults, all of them can benefit from Wordsmart.

So, what’s happening with your children? Are their futures in jeopardy? Will they gain the knowledge they need to become leaders or will they be resigned to be followers and perhaps relinquish their hopes and dreams?
MICHAEL SHAND: Through Wordsmart and improving your vocabulary and, in turn, improving your knowledge base, you’re likely to be more successful in anything you do.

ALEX TREBEK: How does Wordsmart make it an easy, attainable goal for students of all ages?

DAVID KAY: Wordsmart breaks everything down into manageable time periods. All it takes is just two to three 20-minute sessions per week.

ALEX TREBEK: I’ve heard you speak the term “learning frontier” on a number of occasions. What is it and how does it play a role in the Wordsmart program?

DAVID KAY: When you first get Wordsmart, you take the Wordsmart challenge.

ALEX TREBEK: What’s that?

DAVID KAY: It’s a fun test that will determine at what point in a program you should begin using Wordsmart.

ALEX TREBEK: Ah-ha. So, there are different entry level points.

KIM VALENTINE: What Wordsmart does is it allows students to come in at their level so they won’t be frustrated or they won’t be bored.

FAYE BOWMAN: All students are different. They come from different backgrounds. To teach vocabulary
effectively, you have to know the level and a student
needs to be on that level or they don’t comp -- or they
don’t retain it as well.

RAY KINNE: So, it’s going to start you off at
the level that’s right for you. It’s not going to be too
hard; it’s not going to be too easy. And that’s the most
important thing for it being engaging.

ALEX TREBEK: This is so much like the video
games that my children play all the time, but I can’t
imagine them not wanting to spend time with this program
in order to acquire knowledge. It’s fun.

DIANE FOSTER: Wordsmart really -- they didn’t
just put it right in front of me. It was like a game,
more or less, and it was -- it was fun -- it was fun
learning and I really felt like I was absorbing it, too.

KIM VALENTINE: Because Wordsmart approaches
this from different angles, it’s actually making
connections in the brain. And the more connections you
make, the better you learn and the better you retain it.

ADORA SVITAK: Wordsmart has helped me a great
deal. I’m learning new vocabulary, helping me use it in
my stories, and it -- it has given me the chance to write
better, to improve my writing technique by adding in new
words for more descriptive writing. So, it definitely
has helped me.
ALEX TREBEK: One of the things that impresses me the most about Wordsmart, and you’ve seen it, is how engaging the program is. Well, to get the reaction of first-time users, we took Wordsmart to a local mall and we challenged children and adults to experience this enjoyable interactive program.

CHILD: Woo-hoo. It challenges your brain to make -- it makes the person who’s playing the game want to be smarter.

UNIDENTIFIED MALE: Yes, I got myself sucked in. I wanted to go to the next game and I want to go to the next level.

UNIDENTIFIED FEMALE: You’re going to sound more intelligent with Wordsmart, which is good.

LAURA MIRABELLA: Sometimes students fall behind if they’re unable to keep up with the new vocabulary that they’re being taught, but Wordsmart is a great way to provide that additional practice and motivation for them to continue learning vocabulary and experience vocabulary and making the growth that they need in the following years.

UNIDENTIFIED MALE: It’s actually pretty fun. I had a little bit of fun. Like I kept asking them if I could play the game -- play it again.

UNIDENTIFIED FEMALE: I’ve taken my SAT and
there’s so many vocabulary words and, like, I think I saw
one on Wordsmart. And I was like, oh, that’s the answer.

CHILD: The program was really cool, actually,
because it had a lot of vibrant colors, it had all this.
It’s more interactive. It’s got little sounds. And then
I liked it. It was fun. It will make your talking
better, your speech. It will help you better like
writing essays.

LAURA MIRABELLA: Wordsmart keeps kids drawn
in. Since it’s a computer-based program, children are
excited to use the computer. They’re motivated to have
the hands-on experience. They get to interact with the
computer and it’s a great way to support their vocabulary
and comprehension development.

UNIDENTIFIED FEMALE: I never knew this word
existed, and then you like learn it and it’s just -- it
gets you smarter.

MALE ANNOUNCER: Like it or not, people judge
us on how well we speak and write. Since the 1950s, the
vocabulary of a teenager has dropped 60 percent, from
25,000 words to just 10,000 words. And the effects of
reduced vocabulary continue into adulthood with lower
paying jobs and fewer opportunities.

But, now, any child, teen or adult, can close
the vocabulary gap. Introducing Wordsmart, the
in~ovative learni~g program that quickly improve
vocabulary and comprehension. With Wordsmart, children,
teens and adults across the country are gaining new
levels of knowledge in just two to three 20-minute
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comprehension, better communication skills and greater
income potential.

DIANE FOSTER: Wordsmart helped me get smart.
MEGAN WARD: Since learning is more interesting with Wordsmart, I'm more excited about learning.
RICHARD ZIEFF: I think Wordsmart does one thing, it teaches you how to learn, it just doesn't feed you information.
EILEEN ZIEFF: Right.
SARABETH HUGHES: It took me nine weeks to jump two grade levels using Wordsmart.
ALEX TREBEK: So, don't miss your chance to take the Wordsmart challenge and see for yourself how Wordsmart can help any student read, write and speak better in just 30 days. Guaranteed.
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1-800-504-2302: Don't delay. Call now.

ALEX TREBEK: Like it or not, people judge us
on how well we speak and write. Now, with the
contestants I've seen on television, I know without a
doubt words are the building blocks to knowledge.

It begins with vocabulary. Knowing the exact
meaning of a word leads to greater comprehension. With
increased comprehension and understanding comes
knowledge. It's simple. The more we know, the more
intelligence and opportunity we have.

ALEX TREBEK: But let's focus on what I think
is one of the most compelling parts of the Wordsmart
program, and that is the use of a real human voice. I
like that.

(Game speaking.)

DAVID KAY: Learning the sound of a word is the
first stage in the learning process.

(Game speaking.)

DAVID KAY: When you only see a word, it
usually takes 20 to 50 exposures to master it. Wordsmart
cuts that number down to just one to five exposures.

Wordsmart offers a spoken explanation for each word along
with proper pronunciation.

(Game speaking.)

DAVID KAY: So, a word is stored in your mind through sight and sound making it much easier to retain that word for a lifetime.

KIM VALENTINE: That's what Wordsmart does. It has that auditory -- auditory component to it, and the students will enjoy the sounds that they hear. That instills that love of words that you have to have to really develop your vocabulary.

ALEX TREBEK: Wordsmart is changing the lives of students all over the country. At the private Grauer School in San Diego, California, for example, every child experiences the benefits of improved reading and comprehension with the Wordsmart program. Let's see how Wordsmart is preparing these future quiz show contestants, shall we?

BRIDGET VOLK: Wordsmart was definitely the most fun way to learn vocabulary.

RANDY POWELL: You forget that you're learning because it's so much fun.

TINA MOELLER: One day, we had learned 50 to 60 new vocabulary words and a lot of those words came up on the SAT's or in the different literature we were reading, and I know that my teacher saw a huge difference in the
way that our whole class was writing.

JOHN RUBIO: The Grauer School students have probably had a 100 percent turnaround and -- in terms of like joy over vocabulary now. They look forward to the day of the week when we’re actually going to be doing Wordsmart.

TINA MOELLER: I think Wordsmart’s a really good way to learn. I think anything that you’re interactive with is a lot more fun and you actually want to learn. I know a lot of kids actually came in at break and just did Wordsmart for fun.

JOHN RUBIO: It doesn’t matter whatever your aspiration is, you’re going to need words, you’re going to need Wordsmart.

DANIELLE DEAN: I do better when I’m writing stories or essays and -- because I can use higher vocabulary.

TINA MOELLER: On the ACT, my score was lower than I had originally wanted it to be. So, I was kind of skeptical about getting into a really good college. But after doing Wordsmart for a few months, my score improved immensely, about five points, and I was really confident that I was going to go to the school my choice.

BRIDGET VOLK: The second time I took the SATs, I noticed a lot of the Wordsmart words and it increased
my test score by at least 100 points.

RANDY POWELL: Absolutely by using Wordsmart, I can guarantee you that it will broaden your vocabulary and help you get into better colleges.

STUART GRAUER: Well, at the Grauer School, we’re really serious about college preparation, and that’s why we use Wordsmart. There’s no question in my mind that if somebody works diligently at Wordsmart, that it’s going to improve their college test prep scores and get them into a better college. If you jump up 100 points in your SAT prep in verbal, you’ve just jumped over thousands of kids in the country in your -- in your pick of colleges.

RAY KINNE: Our school is broken up into six small schools. At the end of one school year, our principal had actually come to me and said, your vocabulary scores are the lowest out of all the six schools, what are you going to do about it? Wordsmart seemed like the best choice. I went ahead and used it the following year, worked on vocabulary hard with students, and the following year, we actually outpaced all of the other schools and we beat them by 50 percent.

UNIDENTIFIED FEMALE: I see the Wordsmart opening a lot of doors for her and giving her the confidence to know that she’ll be able to do whatever it
is she'd like to do.

UNIDENTIFIED MALE: Life's way too short not to take every advantage you can get and Wordsmart gives you that advantage.

UNIDENTIFIED FEMALE: You will notice it right away. You personally will feel better about learning and school and the rest of your life. You'll be able to see it in an SAT score, in a paper. Wordsmart is worth it.


ALEX TREBEK: So, which door of opportunity will your child pass through in life? Wordsmart can help your child reach their potential with increased general knowledge, vocabulary and reading comprehension. Take the Wordsmart challenge right now and perhaps one day your knowledge will be tested on a popular television quiz show. Read, write and speak better now with Wordsmart.

MALE ANNOUNCER: Imagine getting a college degree and earning on average double of those without a college education or graduating from Harvard and earning more than eight times more. It all starts with a higher SAT score. Just 100 points higher and you'll jump over thousands of students in getting into the college of your choice.

And, now, there's a guaranteed way to increase
SAT scores an unprecedented 200 points. Introducing Wordsmart, the innovative learning program that quickly improves vocabulary and comprehension. With Wordsmart, children, teens and adults across the country are gaining new levels of knowledge in just two to three 20-minute sessions a week.

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MALE ANNOUNCER: The preceding program was a
paid advertisement for the Wordsmart Accelerated Reading
and Comprehension Program.

MALE ANNOUNCER: This has been a production of
Script To Screen, direct thinking for direct response.
(The recording was concluded.)
CERTIFICATION OF TYPIST

MATTER NUMBER: 1323161
CASE TITLE: WORDSMART
TAPING DATE:
TRANSCRIPTION DATE: DECEMBER 9, 2013

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 9, 2013

ELIZABETH M. FARRELL

CERTIFICATION OF PROOFREADER

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

SARA J. VANCE
WordSmart SAT/ACT Prep

- Increase your SAT score by 100 points.
- Improve your ACT score by 10 points.
- Score higher in every class and on every test.

WordSmart SAT/ACT Prep and Vocabulary Builder are designed to help you score higher on your standardized tests. If you're looking for a way to improve your SAT or ACT scores, these tools can help.

- Essential Vocabulary
- Features
- Guarantees
- Options

WordSmart's SAT/ACT Prep and Vocabulary Builder are designed to help you score higher on your standardized tests. If you're looking for a way to improve your SAT or ACT scores, these tools can help.

SAT/ACT Practice Questions

1. Which of the following statements is true about the chemical element helium?
   A. It is the most abundant element in the universe.
   B. It is used in weather balloons.
   C. It is a noble gas.
   D. It is a reactive gas.
   E. It is a rare gas.

   [Answer: D. It is a reactive gas.]
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Essential Vocabulary
- Features
- Guarantees
- Options

SAT/ACT Practice Question
A student looking at the following question is given a choice of answer choices A, B, C, D, or E. The student is given five minutes to complete the question. What is the correct answer?

A) Incorrect technology has
B) Not mine, but
C) it's	
D) I use internet
E) No error

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High-end Colleges and Universities require top skills in reading, comprehension and mathematics. Most high school students in America are under-prepared for the level of scrutiny and as a result limit their chances to get the best education possible. At WordSmart, we have developed a comprehensive Vocabulary and Reading program that ensures your vocabulary will increase to the level of top University entrants. After finishing our program, your SAT score will rise by at least 200 points, guaranteed! Likewise on the ACT and any other prep test. This will put you in the running for the College of your choice, or maybe set you up for that promotion you’ve been thinking about. All in all you will reap the benefits of a better vocabulary and more accurate word selection for your whole life. Take it from us, let our words, and they will change your life.

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- Real-Time Tutoring
- On-Demand Web-based practice problems
- Structure of a 4-Month Course
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- The only vocabulary builder based on research
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- WordSmart is built around “focus areas.”
- It builds knowledge in common subjects like vocabulary and math.
- Four practice tests are each followed by a customized lesson plan built around your “focus areas.”
- Practice Tests
- Personal Attention

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WordSmart doesn’t just focus on tricks and techniques.

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- It builds knowledge in core subjects like vocabulary and math.

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