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9   PAGES                   1 THROUGH 63

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11  
12                           JUNGLE RANGERS BRAIN TRAINING SYSTEM  
                              IFOCUS EDUCATION  
                              INFOMERCIAL (IFV1)

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FEDERAL TRADE COMMISSION

I N D E X

RECORDING:

PAGE:

Jungle Rangers Infomercial

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FEDERAL TRADE COMMISSION

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In the Matter of: )  
iFocus Education, LLC ) Matter No. 1223153  
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February 17, 2012

The following transcript was produced from a  
CD-Rom provided to For The Record, Inc. on October 24,  
2013.

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

2 - - - - -

3 JUNGLE RANGERS INFOMERCIAL

4 ON SCREEN: Excellence in Post-Production  
5 and Customization

6 NORTH COUNTRY

7 CLIENT: FOCUS EDUCATION

8 AGENCY: MEDIA DESIGN GROUP

9 TITLE: IFOCUS V.1/MDG

10 CODE: IFOC

11 MISC: CLOSED CAPTIONED/VEIL ENCODED

12 PHONE NUMBER: 1-800-624-0625

13 DATE: FRIDAY, FEBRUARY 17, 2012 @ 2:00:50 P.M.

14 EDITOR: KC AUDIO: STEREO

15 MASTER: 97309 LENGTH: 28:30

16 LAKE McDONALD - GLACIER NATIONAL PARK

17 ON SCREEN: ifocus

18 The following is a paid presentation for the  
19 ifocus system

20 MALE ANNOUNCER: The following is a paid  
21 presentation for the ifocus System.

22 ON SCREEN: CONSTANTLY

23 Nagging your child?

24 MALE ANNOUNCER: Are you frustrated reminding  
25 your kids to finish daily tasks?

1 UNIDENTIFIED FEMALE: I can say, go brush your  
2 teeth or go get your homework or go do this, and five  
3 minutes later, it's still not done or even began.

4 ON SCREEN: SPENDING HOURS  
5 on basic homework?

6 MALE ANNOUNCER: Are you spending hours every  
7 night desperately trying to help your child finish basic  
8 homework assignments?

9 UNIDENTIFIED FEMALE: Homework took him like  
10 four to five hours and for me to sit down with him.

11 ON SCREEN: PROBLEMS  
12 at School?

13 MALE ANNOUNCER: Do you dread getting those  
14 calls from school?

15 UNIDENTIFIED FEMALE: Every single day I was  
16 getting calls from the teacher or he was getting sent to  
17 the office.

18 ON SCREEN: Bright but

19 STRUGGLES  
20 with grades?

21 MALE ANNOUNCER: Do you know your child is  
22 bright, but that struggles with focus or dragging down  
23 grades and self esteem?

24 UNIDENTIFIED FEMALE: Because she gets bored so  
25 easily, then she has a very difficult time focusing.

1 ON SCREEN: FOCUS

2 COMPLETE SCHOOLWORK

3 COMPLETE HOMEWORK

4 STAY ON TASK

5 REACH POTENTIAL

6 MALE ANNOUNCER: What if you could give your  
7 child the ability to focus, complete school work,  
8 homework and to stay on task, to reach the promise of his  
9 or her potential simply by playing --

10 ON SCREEN: Fun Easy

11 COMPUTER GAME

12 MALE ANNOUNCER: -- a fun and easy computer  
13 game?

14 Now you can with ifocus.

15 ON SCREEN: Powerful

16 BRAIN TRAINING

17 MALE ANNOUNCER: Ifocus has hidden powerful  
18 brain training exercises inside the fun and easy Jungle  
19 Rangers Game --

20 ON SCREEN: Incredible

21 RESULTS

22 MALE ANNOUNCER: -- and the results are  
23 astounding.

24 ON SCREEN: Jennifer

25 Kaida's Mom

1           JENNIFER: I really didn't expect to see that  
2 big of change that quickly.

3           ON SCREEN: Susan  
4           Forrester's Mom

5           SUSAN: It worked for our family. In two weeks  
6 time, we noticed.

7           ON SCREEN: Marissa  
8           Chazz's Mom

9           MARISSA: Ifocus gave me the tools to help my  
10 child do better in school.

11          ON SCREEN: Powerful

12          NEW APPROACH!

13          MALE ANNOUNCER: Ifocus is a powerful new  
14 approach developed to help kids focus in a groundbreaking  
15 new way.

16          ON SCREEN: The Secret...

17          INTEGRATED NEURO TECHNOLOGY

18          MALE ANNOUNCER: The secret is integrated neuro  
19 technology. Every challenge and sequence built into the  
20 ifocus game was --

21          ON SCREEN: Scientifically

22          ENGINEERED

23          MALE ANNOUNCER: -- scientifically engineered  
24 to strengthen important neuron connections, helping your  
25 child to --

1           ON SCREEN:  Filter  
2           Focus  
3           Absorb  
4           Remember  
5           MALE ANNOUNCER:  -- filter, focus, absorb and  
6   remember.  
7           ON SCREEN:  Tiffany  
8           age 11  
9           TIFFANY:  When I got that game, I started doing  
10   really, really good in school.  
11          ON SCREEN:  Forrester  
12          age 10  
13          FORRESTER:  I pay attention to my teacher a lot  
14   more.  
15          ON SCREEN:  Lindsey  
16          age 9  
17          LINDSEY:  I noticed that I can focus more.  
18          ON SCREEN:  Anna  
19          age 10  
20          ANNA:  I have more confidence in myself.  
21          ON SCREEN:  Chazz  
22          age 10  
23          CHAZZ:  I have better grades.  
24          ON SCREEN:  Jackson  
25          age 11

1 JACKSON: I've been getting a lot more 100  
2 percents.

3 ON SCREEN: DEVELOPED BY  
4 Scientists Educators Teachers

5 MALE ANNOUNCER: Ifocus was developed by  
6 scientists, educators, and concerned parents who saw that  
7 the difference between success and failure for some  
8 children is often simply their ability to pay attention.

9 ON SCREEN: FOCUSING "MUSCLE"  
10 Becomes Stronger

11 MALE ANNOUNCER: For children, the ability to  
12 focus is like a muscle that becomes stronger with  
13 repeated use.

14 ON SCREEN: BRAIN TRAINING EXERCISES  
15 JUNGLE RANGERS

16 EVERYONE E CONTENT RATED BY ESRB  
17 SCIENTIFICALLY ENGINEERED

18 MALE ANNOUNCER: The ifocus Jungle Rangers Game  
19 is really a sophisticated series of brain training  
20 exercises, scientifically engineered so the players  
21 actually --

22 ON SCREEN: Strengthens

23 FOCUSING MUSCLE!

24 MALE ANNOUNCER: -- strengthen their focusing  
25 muscle, all while playing a --

1           ON SCREEN:  Fun Easy

2           GAME!

3           MALE ANNOUNCER:  -- fun and easy game.

4           ON SCREEN:  Chazz

5           age 10

6           CHAZZ:  It's called ifocus and the game is

7  Jungle Rangers.

8           ON SCREEN:  Anna

9           age 10

10          ANNA:  You go in as a cadet and you train and

11  you play games so you can become a jungle ranger.

12          ON SCREEN:  JUNGLE RANGERS

13          CHAZZ:  It's fun.  It helps you learn, remember

14  and make you concentrate more.

15          ANNA:  I can concentrate and I can focus and

16  it's a lot easier than it was.

17          MALE ANNOUNCER:  Parents and teachers say that

18  children who play the ifocus game are able to --

19          ON SCREEN:  STAY ON TASK

20          ABSORB INFORMATION

21          IMPROVE GRADES

22          ifocus

23          MALE ANNOUNCER:  -- stay on task, absorb

24  information, improve their grades.  In short, they

25  improve their focus, sometimes dramatically.

1                   ON SCREEN: Garth

2                   Zak and Zane's Dad

3                   GARTH: Well, they're doing better in school.

4 We just got their report card and we were shocked, all As  
5 and Bs.

6                   ON SCREEN: Kelly

7                   Cami and Kemp's Mom

8                   KELLY: And this was the first time -- well, he  
9 got all As and one A minus.

10                  ON SCREEN: Connie

11                  Jacquelyn's Mom

12                  CONNIE: We just got done his parent-teacher  
13 conference and Jacquelyn's one of the highest one in her  
14 classes in reading.

15                  ON SCREEN: Alitza

16                  Issac's Mom

17                  ALITZA: Say that is a game that gives you  
18 results, that once the kids are into it, they're hooked,  
19 they stay there, and I would recommend it.

20                  ON SCREEN: Jennifer Beals

21                  Actress, Mother

22                  MALE ANNOUNCER: Actress and mother Jennifer  
23 Beals is convinced of the ifocus difference after  
24 learning about the game and talking with parents just  
25 like you.

1                   ON SCREEN:  COMING UP

2                   The Science Behind

3                   MALE ANNOUNCER:  Join her as she interviews  
4 brain specialist, Dr. Daniel Amen, about the science  
5 behind ifocus.

6                   ON SCREEN:  Daniel Amen, M.D.

7                   ifocus Scientific Advisor

8                   DR. DANIEL AMEN:  They were thoughtful about  
9 different brain processes.  So, those things are built  
10 into the game.

11                   ON SCREEN:  COMING UP

12                   The JUNGLE RANGERS Game Developer

13                   MALE ANNOUNCER:  Go behind the scenes with the  
14 ifocus award-winning game developer --

15                   ON SCREEN:  COMING UP

16                   The Importance of ifocus

17                   MALE ANNOUNCER:  -- and find out what former  
18 U.S. Secretary of Education William Bennett has to say  
19 about the importance of ifocus.

20                   ON SCREEN:  Dr. William Bennett

21                   Former U.S. Secretary of Education

22                   DR. WILLIAM BENNETT:  Smart people using  
23 technology develop things which can help kids learn and  
24 develop their mental muscle.

25                   ON SCREEN:  COMING UP

1           The ifocus Difference!

2           MALE ANNOUNCER: And coming up, find out how  
3 ifocus can help make a difference for your child, too.  
4 This is an exclusive television offer.

5           ON SCREEN: Try it

6           RISK FREE!

7           PARENT TO PARENT PROMISE

8           6 MONTH

9           100% MONEY BACK GUARANTEE

10          EXCLUSIVE TV OFFER

11          MALE ANNOUNCER: Try ifocus in your home risk-  
12 free with our six-month money back guarantee. It's the  
13 ifocus parent to parent promise. Our promise that with  
14 ifocus, you'll see a difference in your child at home and  
15 at school.

16          And, now, actress and mother, Jennifer Beals.

17          ON SCREEN: Jennifer Beals

18          Actress, Mother

19          JENNIFER BEALS: I value education. So, the  
20 idea of children learning to focus so they can focus on  
21 learning caught my attention. But the more I saw kids  
22 play the game and the more I learned about all of the  
23 materials that make up ifocus, the more I realized that  
24 ifocus was one of the --

25          ON SCREEN: Groundbreaking

1 EDUCATIONAL SYSTEM

2 JENNIFER BEALS: -- most groundbreaking,  
3 educational systems available to kids.

4 ON SCREEN: Jackson  
5 age 11

6 JACKSON: It's a game that helps kids  
7 concentrate.

8 ON SCREEN: Forrester  
9 age 10

10 FORRESTER: It helps me focus.

11 ON SCREEN: Zach  
12 age 11

13 ZACH: It gives you confidence.

14 ON SCREEN: Trista  
15 age 6

16 TRISTA: It does help me pay attention.

17 JENNIFER BEALS: Ifocus is easy to use and it's  
18 fun, and it will bring you and your child into a world  
19 that you never before would have imagined.

20 ON SCREEN: Marissa  
21 Chazz's Mom

22 MARISSA: It's helped a lot at the house even,  
23 not just at school. His behavior with his chores,  
24 helping out.

25 ON SCREEN: Colleen

1 Michael and Nelson's Mom

2 COLLEEN: I've seen a lot more focus, a lot of  
3 motivation.

4 ON SCREEN: Kristin

5 Anna's Mom

6 KRISTIN: She seems to be trying harder to want  
7 to do what I asked.

8 ON SCREEN: Julie

9 Zach's Mom

10 JULIE: This is a great way to strengthen their  
11 brain, which is their biggest asset in life.

12 ON SCREEN: ifocus

13 Jennifer Beals

14 Actress, Mother

15 JENNIFER BEALS: The secret to the success of  
16 ifocus is integrated neuro technology. And here to tell  
17 us more is brain specialist and ifocus scientific  
18 advisor, Dr. Daniel Amen. He's a child psychiatrist and  
19 brain imaging specialist and he's authored 28 books on  
20 the brain including four New York Times bestsellers. Dr.  
21 Amen is also a father and a grandfather.

22 ON SCREEN: Daniel Amen, M.D.

23 Brain Imaging Specialist

24 DR. DANIEL AMEN: As a child psychiatrist, I've  
25 not been all that excited about video games for children

1 because children have developing brains.

2 JENNIFER BEALS: And how is -- how are most  
3 video games different than ifocus' Jungle Rangers?

4 DR. DANIEL AMEN: Here, we had developers, in a  
5 thoughtful way, develop a game to actually strengthen the  
6 connections in the brain. It's a very interesting term  
7 called "long-term potetiation." So, what that means is  
8 the connections between cells actually become stronger.

9 ON SCREEN: Daniel Amen, M.D.

10 Author, 28 books on the brain

11 DR. DANIEL AMEN: So, to have the opportunity  
12 to actually study it and show that it is, in fact,  
13 helpful was very exciting for me.

14 ON SCREEN: ifocus

15 GROUP STUDY

16 Pre. vs. Post Comparison

17 (Bar Graph)

18 THINKING SELF REGULATION EMOTION FEELING

19 DR. DANIEL AMEN: So, we had a group of 45  
20 children. What we found was their ability to regulate  
21 themselves, so self regulation, and emotion,  
22 statistically significantly --

23 ON SCREEN: Bar Graph on screen

24 After average 5 hours gametime

25 Recommended gametime: 12-15 hours

1 DR. DANIEL AMEN: -- increased after the kids  
2 played the game.

3 ON SCREEN: Jennifer Beals  
4 Actress, Mother

5 JENNIFER BEALS: Why is self regulation so  
6 important when it comes to focus?

7 DR. DANIEL AMEN: If you can help a child with  
8 their emotions, regulate themselves, they're more  
9 successful in their lives. Not only are they happier,  
10 but they're able to stay on task.

11 JENNIFER BEALS: What kind of kids will benefit  
12 from the ifocus system?

13 ON SCREEN: Daniel Amen, M.D.  
14 Brain Imaging Specialist

15 DR. DANIEL AMEN: So, I think any kid will  
16 benefit from this, and the reason I say that is I love  
17 the approach. It's a brain training exercise. None of  
18 it's hard. I mean, that's sort of the exciting thing.  
19 None of it's hard and it can give you a big benefit. And  
20 as a parent, you feel confident that this is helping my  
21 child and not hurting my child.

22 JENNIFER BEALS: Right.

23 ON SCREEN: ifocus

24 ON SCREEN: Julie

25 Zach's Mom

1           JULIE: My kids love to play video games and  
2 this is a great way to strengthen their brain.

3           ON SCREEN: Taffie

4           Trista's Mom

5           TAFFIE: And it settles them in and it helps  
6 them to learn to focus.

7           ON SCREEN: Kristin

8           Anna's Mom

9           KRISTIN: She's doing better in school and  
10 doing better at tasks and that gives her self esteem and  
11 self confidence, and that's been good to see.

12           JENNIFER BEALS: Parents and teachers notice a  
13 difference in attention, behavior, and focus when kids  
14 use the ifocus system. But we wanted to see for  
15 ourselves, so we put ifocus to the real test, real kids  
16 at a real school.

17           ON SCREEN: JUNGLE RANGERS

18           NOT AVAILABLE AT SCHOOLS!

19           JENNIFER BEALS: The ifocus Jungle Rangers game  
20 isn't available at schools, so elementary school  
21 principal Lori Jensen jumped at the opportunity to test  
22 it as part of her curriculum.

23           ON SCREEN: Lori Jensen

24           Principal, 30 years in education

25           LORI JENSEN: It fit into what we were trying

1 to do with our students, engage them in the learning  
2 process, but also expand what their brains were going to  
3 be able to do.

4 JENNIFER BEALS: The teachers were  
5 enthusiastic.

6 ON SCREEN: Karen DelVecchio  
7 Teacher

8 KAREN DELVECCHIO: Any kind of a task where  
9 they're sitting in one place and they're using that part  
10 of their brain that they have to focus on something and  
11 improve on something is an excellent tool for them.

12 ON SCREEN: Jane Marshall  
13 Teacher

14 JANE MARSHALL: And, actually, as educators,  
15 that's what we're trying to do. We're trying to create  
16 new pathways in the brain.

17 JENNIFER BEALS: So, students played the ifocus  
18 Jungle Rangers game in computer lab and teachers noticed  
19 a difference in their classrooms.

20 JANE MARSHALL: A typical third grade class,  
21 you're really working to keep them focused.

22 LORI JENSEN: She can tell a difference in  
23 their attention span in the classroom.

24 JANE MARSHALL: I love finding ways to help the  
25 children learn and Jungle Rangers does play a part in

1 helping the children learn how to focus --

2 ON SCREEN: Jane Marshall

3 Teacher

4 JANE MARSHALL: -- and to retrieve information,  
5 and they enjoy doing it, so half the battle's gone right  
6 there.

7 ON SCREEN: Lavonne Riggs

8 Teacher

9 LAVONNE RIGGS: I have seen a vast improvement.  
10 This class seems to be motivated and focused and the only  
11 thing we're doing differently is Jungle Rangers. Pretty  
12 amazing.

13 JENNIFER BEALS: With ifocus, your child can  
14 learn to focus so that your child --

15 ON SCREEN: This is a paid advertisement for  
16 the ifocus System

17 JENNIFER BEALS: -- can focus on learning, to  
18 succeed in the classroom and beyond.

19 ON SCREEN: ifocus

20 ON SCREEN: FOCUS

21 COMPLETE SCHOOLWORK

22 COMPLETE HOMEWORK

23 STAY ON TASK

24 REACH POTENTIAL

25 MALE ANNOUNCER: What if you could give your

1 child the ability to focus, complete school work, home  
2 work, and to stay on task, achieve his or her potential,  
3 simply by playing --

4 ON SCREEN: Fun

5 Easy

6 COMPUTER GAME

7 MALE ANNOUNCER: -- a fun and easy computer  
8 game? Now, you can with ifocus.

9 ON SCREEN: DEVELOPED BY

10 Scientists

11 Educators

12 Parents

13 MALE ANNOUNCER: ifocus was developed by  
14 scientists, educators, and concerned parents who saw  
15 that --

16 ON SCREEN: THE DIFFERENCE BETWEEN

17 Success Failure

18 Their Ability

19 TO PAY ATTENTION!

20 MALE ANNOUNCER: -- the difference between  
21 success and failure for some children is often simply  
22 their ability to pay attention.

23 For children, the ability to focus is like a  
24 muscle that becomes stronger with repeated use.

25 ON SCREEN: ifocus

1 JUNGLE RANGERS

2 EVERYONE E CONTENT RATED BY ESRB

3 Available for Windows Mac

4 MALE ANNOUNCER: The cornerstone of the ifocus  
5 system is the Jungle Rangers game, rated E for everyone,  
6 and available for PC and Mac.

7 ON SCREEN: More than

8 JUST A GAME!

9 MALE ANNOUNCER: Kids think they're just  
10 playing a fun and easy game --

11 ON SCREEN: BRAIN TRAINING EXERCISES

12 SCIENTIFICALLY ENGINEERED

13 JUNGLE RANGERS

14 MALE ANNOUNCER: -- but Jungle Rangers is  
15 really a sophisticated series of brain training  
16 exercises scientifically engineered so that children can  
17 actually --

18 ON SCREEN: Strengthens

19 FOCUSING MUSCLE!

20 20 minutes A DAY 3X A WEEK

21 MALE ANNOUNCER: -- strengthen their focusing  
22 muscle in as little as 20 minutes a day, three times a  
23 week.

24 ON SCREEN: PARENT'S DASHBOARD

25 MONITOR PROGRESS

1                   MALE ANNOUNCER: And parents can track their  
2 progress through the innovative ifocus parent's  
3 dashboard.

4                   ON SCREEN: Taffie  
5 Trista's Mom

6                   TAFFIE: Well, the dashboard explains to the  
7 parent how much time they have spent in what -- in which  
8 areas.

9                   ON SCREEN: Jennifer  
10 Kaida's Mom

11                   JENNIFER: It helps you be able to track what  
12 he's doing, his progress.

13                   TAFFIE: And it tells you exactly what part of  
14 the game they've been playing and for how long.

15                   UNIDENTIFIED FEMALE: He's actually going into  
16 a higher level in reading. He has -- he gets more  
17 comprehension.

18                   ON SCREEN: The Secret...

19                   INTEGRATED NEURO TECHNOLOGY

20                   MALE ANNOUNCER: The secret is integrated neuro  
21 technology.

22                   ON SCREEN: Stimulates

23                   THE CORTEX

24                   MALE ANNOUNCER: Key areas of the cortex are  
25 stimulated in careful order --

1           ON SCREEN:  KEY NEURONS

2           Fire together

3           Wire together

4           MALE ANNOUNCER:  -- first, firing neurons and  
5 then creating connections that get stronger, literally  
6 wiring them together the more your child plays the game.

7           ON SCREEN:  Challenged,

8           NOT FRUSTRATED

9           MALE ANNOUNCER:  Children who play Jungle  
10 Rangers are challenged, but not frustrated, because  
11 Jungle Rangers --

12          ON SCREEN:  Game Adapts

13          TO EACH PLAYER

14          MALE ANNOUNCER:  -- constantly adapts and  
15 readjusts the level of difficulty for each player --

16          ON SCREEN:  Kids Love

17          JUNGLE RANGERS

18          MALE ANNOUNCER:  -- and kids are hooked the  
19 very first time they play.

20          ON SCREEN:  FIRST TIME PLAYERS!

21          JUNGLE RANGERS

22          CHILD:  It was really fun.

23          CHILD:  It was challenging, but then I would  
24 really want to play it again.

25          CHILD:  It's like a puzzle.

1 CHILD: It's fun.

2 CHILD: It's just an awesome game.

3 ON SCREEN: HOW MUCH

4 Wasted Money?

5 DO NOTHING GAMES

6 BORING TUTORING SESSIONS

7 AFTER SCHOOL PROGRAMS

8 MALE ANNOUNCER: How much time and money have  
9 you wasted on do nothing video games for your child,  
10 boring tutoring sessions or after school programs that  
11 simply don't make a difference?

12 ON SCREEN: PARENT TO PARENT PROMISE

13 6 MONTH 100% MONEY BACK GUARANTEE

14 JUNGLE RANGERS

15 MALE ANNOUNCER: The Jungle Rangers game and  
16 ifocus system are 100 percent guaranteed.

17 ON SCREEN: ifocus

18 \$14.95 PLUS S&H

19 30 DAY OFFER

20 EXCLUSIVE TV OFFER

21 Play JUNGLE RANGERS in your home!

22 CALL NOW 1-800-624-0625 ifocusSystem.com

23 MALE ANNOUNCER: And, right now, your family  
24 has an extraordinary opportunity to try ifocus and play  
25 Jungle Rangers in your home for 30 days for just \$14.95.

1 That's right. It's a very special ifocus Jungle  
2 Rangers --

3 ON SCREEN: Product information shown above  
4 Quick Start System  
5 AVAILABLE FOR Mac Windows

6 MALE ANNOUNCER: -- quick start offer. Use it  
7 in your own home for a full 30 days for just \$14.95.

8 ON SCREEN: Product information shown above  
9 Not all children will achieve this result.

10 UNIDENTIFIED FEMALE: He says, Mom, I can focus  
11 in class.

12 UNIDENTIFIED MALE: I can't see any reason I  
13 would not recommend this.

14 UNIDENTIFIED FEMALE: I would really encourage  
15 parents to do it.

16 ON SCREEN: CALL or Click  
17 TO ORDER NOW!  
18 ifocus  
19 \$14.95 PLUS S&H  
20 30 DAY OFFER  
21 EXCLUSIVE TV OFFER  
22 THE ENTIRE ifocus Quick Start System  
23 CALL NOW 1-800-624-0625 ifocusSystem.com  
24 MALE ANNOUNCER: Call or click ifocusystem.com  
25 right now and try the incredible new ifocus Jungle

1 Rangers Quick Start System for 30 days for just \$14.95.

2 ON SCREEN: Product information shown above

3 JUNGLE RANGERS

4 Brain Training Game

5 Checklist

6 MALE ANNOUNCER: You'll receive the ifocus

7 brain training Jungle Rangers game and user-friendly

8 checklist.

9 ON SCREEN: Product information shown above

10 Science Behind the Game AUDIO CD

11 MALE ANNOUNCER: Plus, our audio CD explains

12 the science behind the game --

13 ON SCREEN: Product information shown above

14 5 ways in 5 days

15 QUICK START CARDS

16 MALE ANNOUNCER: -- and increase your child's

17 focus and attention five ways in five days with our

18 exclusive quick start cards.

19 ON SCREEN: Product information shown above

20 Focus on Behavior HANDBOOK

21 Behavior Advice from Experts AUDIO CD

22 Focus on Behavior QUICK START CARDS

23 MALE ANNOUNCER: You'll also get our Focus on

24 Behavior Handbook and get behavior tips from experts on

25 our audio CD, again with easy-to-follow quick start

1 cards.

2 ON SCREEN: Product information shown above

3 FIRST EDITION JUNGLE RANGERS Comic Book

4 MALE ANNOUNCER: And because kids love the

5 Jungle Rangers game, we'll even give them our first

6 edition Jungle Rangers comic book.

7 UNIDENTIFIED FEMALE: I was really impressed

8 with the CDs that were included.

9 UNIDENTIFIED FEMALE: I was just expecting a

10 Jungle Rangers game.

11 UNIDENTIFIED FEMALE: The informational discs

12 that you sent helped me to be able to understand him and

13 help him out.

14 ON SCREEN: ifocus

15 \$14.95 PLUS S&H

16 30 DAY OFFER

17 EXCLUSIVE TV OFFER

18 THE ENTIRE ifocus Quick Start System

19 CALL NOW 1-800-624-0625 ifocusSystem.com

20 MALE ANNOUNCER: That's the entire ifocus Quick

21 Start System, including the Jungle Rangers game,

22 checklist and comic book, plus the five ways in five days

23 cards and behind the science audio CD, the Focus on

24 Behavior Handbook, quick start cards, and audio CD, all

25 yours to try for just \$14.95.

1           ON SCREEN:  CALL in the next 18 MINUTES!

2           Product information shown above

3           FREE SHIPPING

4           MALE ANNOUNCER:  Call or click [ifocussystem.com](http://ifocussystem.com)

5           in the next 18 minutes and we'll even include free  
6           shipping.

7           ON SCREEN:  ifocus

8           \$14.95    PLUS S&H

9           30 DAY OFFER

10          EXCLUSIVE TV OFFER

11          THE ENTIRE ifocus Quick Start System

12          CALL NOW    1-800-624-0625        [ifocusSystem.com](http://ifocusSystem.com)

13          MALE ANNOUNCER:  Remember, the ifocus Jungle  
14          Rangers Quick Start System is not available in any stores  
15          or at any schools.  This is an exclusive television  
16          offer.  You have absolutely nothing to lose and your  
17          child has everything to gain.

18                 We're so certain you'll see positive  
19          improvements in your child's ability to focus at school  
20          and at home with ifocus, we want you to use it in your  
21          home, have your child play the game for six months  
22          guaranteed.

23          ON SCREEN:  ifocus

24          \$14.95    PLUS S&H

25          30 DAY OFFER

1 EXCLUSIVE TV OFFER  
2 PARENT TO PARENT PROMISE  
3 6 MONTH 100% MONEY BACK GUARANTEE  
4 CALL NOW 1-800-624-0625 ifocusSystem.com  
5 MALE ANNOUNCER: It's the ifocus parent to  
6 parent promise. If you aren't completely happy, send it  
7 back any time within those six months and we'll refund  
8 your money, period.  
9 ON SCREEN: Product information shown above  
10 \$70 VALUE  
11 Keep your FREE GIFTS!  
12 MALE ANNOUNCER: But keep the behavior  
13 handbook, audio CD, cards, and the Jungle Rangers comic  
14 book, a \$70 value as your free gifts.  
15 ON SCREEN: Product information shown above  
16 Not all children will achieve this result.  
17 UNIDENTIFIED FEMALE: I'm happy to have a tool  
18 that helps my daughter focus and helps her to do better  
19 in school.  
20 UNIDENTIFIED FEMALE: The game has -- is  
21 teaching my boys how to focus and how to filter out  
22 distractions.  
23 UNIDENTIFIED FEMALE: It makes me very, very  
24 happy. Happy mom.  
25 ON SCREEN: CALL or Click

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3 \$14.95 PLUS S&H  
4 30 DAY OFFER  
5 EXCLUSIVE TV OFFER  
6 THE ENTIRE ifocus Quick Start System  
7 CALL NOW 1-800-624-0625 ifocusSystem.com  
8 MALE ANNOUNCER: Call or click ifocussystem.com  
9 and order right now and you could be hearing these words,  
10 too.  
11 CHILD: Jungle Rangers helps me pay attention.  
12 ON SCREEN: CALL or Click  
13 TO ORDER NOW!  
14 ifocus  
15 \$14.95 PLUS S&H  
16 30 DAY OFFER  
17 EXCLUSIVE TV OFFER  
18 THE ENTIRE ifocus Quick Start System  
19 CALL NOW 1-800-624-0625 ifocusSystem.com  
20 MALE ANNOUNCER: Call 1-800-624-0625 for the  
21 ifocus system. Call 1-800-624-0625 now.  
22 ON SCREEN: Zak and Zane  
23 age 9  
24 JENNIFER BEALS: Zak and Zane are identical  
25 twins. Think busy times two. Their dad knows how

1 important exercise is for young boys, so he makes sure  
2 they spend a lot of time outside working off their  
3 energy.

4 GARTH: The boys keep me going. They're fun.

5 ON SCREEN: Garth

6 Zak and Zane's Dad

7 GARTH: They keep me busy, but they are a lot  
8 of fun and they're good, good kids.

9 JENNIFER BEALS: And while they're great when  
10 it comes to sports, both Zak and Zane had trouble  
11 focusing at school.

12 GARTH: But to try to focus to do homework,  
13 there'd be times where it would take me a half-hour to  
14 just do one math problem.

15 JENNIFER BEALS: But since playing the Jungle  
16 Rangers game and using the ifocus system --

17 ON SCREEN: 1-800-624-0625

18 ifocusSystem.com

19 JENNIFER BEALS: -- Zak and Zane are able to  
20 focus, filter out distractions, and homework has become  
21 much more productive.

22 GARTH: Well, they're doing better in school.

23 ON SCREEN: Garth 1-800-624-0625

24 Zak and Zane's Dad ifocusSystem.com

25 GARTH: We just got their report cards, and we

1       were shocked, all As and Bs. They've never had that  
2       before. Their focus is un -- it's the biggest key, is  
3       their focus, they can focus on doing their work.

4               ON SCREEN: Zak and Zane  
5               age 9

6               CHILD: We're getting better on math and stuff.

7               CHILD: Yeah.

8               CHILD: And we got three As.

9               ON SCREEN: Garth  
10              Zak and Zane's Dad

11             GARTH: And now, they come home and do their  
12     homework. It's -- you see the difference. You see the  
13     difference. One game, hmm, makes a difference.

14             JENNIFER BEALS: Kids think they're just  
15     playing a game, but this game is so much more than just a  
16     game. It's designed to stimulate their brain in new  
17     ways.

18             ON SCREEN: The Secret...

19             INTEGRATED NEURO TECHNOLOGY

20             JENNIFER BEALS: It uses integrated neuro  
21     technology designed to --

22             ON SCREEN: KEY NEURONS

23             Fire together

24             Wire together

25             JENNIFER BEALS: -- get key neurons to fire

1 together and then wire together. This creates pathways  
2 that helps kids to --

3 ON SCREEN: Filter, Focus, Absorb, Remember

4 JENNIFER BEALS: -- filter, focus, absorb and  
5 remember.

6 ON SCREEN: Game Adapts

7 TO PLAYER!

8 JENNIFER BEALS: And the game adapts as your  
9 child improves, and as a parent you can track those  
10 improvements through the game's dashboard.

11 ON SCREEN: PARENT'S DASHBOARD

12 MONITOR PROGRESS

13 JENNIFER BEALS: You'll see at a glance how  
14 your child is progressing through the game, and best of  
15 all --

16 ON SCREEN: 1-800-624-0625

17 ifocusSystem.com

18 JENNIFER BEALS: -- you'll know ifocus is  
19 working because you'll see it working in your child's  
20 daily life.

21 ON SCREEN: Marissa 1-800-624-0625

22 Chazz's Mom ifocusSystem.com

23 MARISSA: When he brings home his paperwork  
24 from school and they're As, they're 100 percent, 95  
25 percents versus the 65 percents.

1                   ON SCREEN:  Chazz                   1-800-624-0625  
2                   age 10                                   ifocusSystem.com

3                   CHAZZ:  Yeah, I have better grades.  I used to  
4 blurt out in class and now I don't do that as much  
5 anymore.

6                   ON SCREEN:  Marissa                   1-800-624-0625  
7                   Chazz's Mom                           ifocusSystem.com

8                   MARISSA:  I would have never in a million years  
9 thought that a video game, ifocus Jungle Rangers, would  
10 have been able to do that for us.

11                  JENNIFER BEALS:  Former Secretary of Education  
12 Bill Bennett agrees.

13                  ON SCREEN:  Dr. William Bennett  
14                  Former U.S. Secretary of Education

15                  DR. WILLIAM BENNETT:  Well, there are games and  
16 there are games.  There are games that you learn from and  
17 games that you don't.

18                  ON SCREEN:  Jennifer Beals  
19                  Actress, Mother

20                  JENNIFER BEALS:  Dr. Bennett understands how  
21 deeply important it is for America's parents to give kids  
22 the tools and skills they need to succeed during their  
23 school years and beyond.

24                  DR. WILLIAM BENNETT:  Smart people using  
25 technology develop things which can help kids learn and

1       develop their mental muscle.  Supposing you had something  
2       which would help kids increase their focus and attention  
3       and parents could confidently --

4               ON SCREEN:  Dr. William Bennett  
5               Former U.S. Secretary of Education

6               DR. WILLIAM BENNETT:  -- that's a very  
7       important word -- confidently say, sit here, do this, you  
8       have given a great gift to that parent and that child and  
9       you may even have restored greater measures of harmony at  
10      home.

11              ON SCREEN:  Jennifer               1-800-624-0625  
12              Kaida's Mom                       ifocusSystem.com

13              JENNIFER:  He seems to come home and jump right  
14      in, get his schoolwork done that he's supposed to.

15              ON SCREEN:  Kristin                1-800-624-0625  
16              Anna's Mom                        ifocusSystem.com

17              KRISTIN:  We had the best parent-teacher  
18      conference that we've ever had.

19              ON SCREEN:  Marissa                1-800-624-0625  
20              Chazz's Mom                        ifocusSystem.com

21              MARISSA:  I don't get phone calls anymore.

22              ON SCREEN:  1-800-624-0625  
23              ifocusSystem.com

24              DR. WILLIAM BENNETT:  What a blessing that is.

25              JENNIFER BEALS:  Trista is a bubbly six-year

1 old who's very bright, but who had problems in school.

2 ON SCREEN: Taffie 1-800-624-0625

3 Trista's Mom ifocusSystem.com

4 TAFFIE: Trista is very intelligent, but  
5 because she gets bored so easily, then she has a very  
6 difficult time focusing.

7 JENNIFER BEALS: That was before Trista  
8 starting playing the ifocus Jungle Rangers game.

9 ON SCREEN: 1-800-624-0625

10 ifocusSystem.com

11 TAFFIE: The wonderful thing about the ifocus  
12 and the Jungle Rangers game is that they can go at their  
13 own pace. And as a pediatric RN and as a mother of nine  
14 and as a grandmother of three and a foster mom, I was  
15 thrilled. I just thank you for a wonderful product.

16 JENNIFER BEALS: Playing Jungle Rangers really  
17 has made a difference for Trista and she knows exactly  
18 why.

19 ON SCREEN: Trista 1-800-624-0625

20 age 6 ifocusSystem.com

21 TRISTA: It helps me focus at school.

22 ON SCREEN: 1-800-624-0625

23 ifocusSystem.com

24 JENNIFER BEALS: With ifocus, your child can  
25 learn to focus so that your child can focus on learning,

1 to succeed in the classroom and in life.

2 UNIDENTIFIED FEMALE: Oh, my gosh, this game is  
3 amazing, 100 percent recommend it.

4 ON SCREEN: Garth 1-800-624-0625  
5 Zak and Zane's Dad ifocusSystem.com

6 GARTH: This is one thing that I'm very glad my  
7 wife and I decided to do. I think it's been beneficial  
8 for our boys. Thank you.

9 ON SCREEN: This is a paid advertisement for  
10 the ifocus System

11 GARTH: That's about what I want to say, thank  
12 you for ifocus.

13 ON SCREEN: CALL or Click

14 TO ORDER NOW!

15 ifocus

16 \$14.95 PLUS S&H

17 30 DAY OFFER

18 EXCLUSIVE TV OFFER

19 THE ENTIRE ifocus Quick Start System

20 CALL NOW 1-800-624-0625 ifocusSystem.com

21 MALE ANNOUNCER: Call or click ifocusystem.com

22 right now and try the incredible new ifocus Jungle

23 Rangers Quick Start System for 30 days for just \$14.95.

24 ON SCREEN: Product information shown above

25 JUNGLE RANGERS

1           Brain Training Game

2           Checklist

3           MALE ANNOUNCER: You'll receive the ifocus  
4 brain training Jungle Rangers game and user-friendly  
5 checklist.

6           ON SCREEN: Product information shown above  
7 Science Behind the Game AUDIO CD

8           MALE ANNOUNCER: Plus, our audio CD explains  
9 the science behind the game --

10          ON SCREEN: Product information shown above  
11 5 ways in 5 days

12          QUICK START CARDS

13          MALE ANNOUNCER: -- and increase your child's  
14 focus and attention five ways in five days with our  
15 exclusive quick start cards.

16          ON SCREEN: Product information shown above  
17 Focus on Behavior HANDBOOK

18          Behavior Advice from Experts AUDIO CD

19          Focus on Behavior QUICK START CARDS

20          MALE ANNOUNCER: You'll also get our Focus on  
21 Behavior Handbook and get behavior tips from experts on  
22 our audio CD, again with easy-to-follow quick start  
23 cards.

24          ON SCREEN: Product information shown above

25          FIRST EDITION JUNGLE RANGERS Comic Book

1                   MALE ANNOUNCER: And because kids love the  
2 Jungle Rangers game, we'll even give them our first  
3 edition Jungle Rangers comic book.

4                   ON SCREEN: ifocus

5                   \$14.95    PLUS S&H

6                   30 DAY OFFER

7                   EXCLUSIVE TV OFFER

8                   THE ENTIRE ifocus Quick Start System

9                   CALL NOW     1-800-624-0625     ifocusSystem.com

10                  MALE ANNOUNCER: That's the entire ifocus Quick  
11 Start System, including the Jungle Rangers game,  
12 checklist and comic book, plus the five ways in five days  
13 cards and behind the science audio CD, the Focus on  
14 Behavior Handbook, quick start cards, and audio CD, all  
15 yours to try for just \$14.95.

16                  ON SCREEN: CALL in the next 10 MINUTES!

17                  Product information shown above

18                  FREE SHIPPING

19                  MALE ANNOUNCER: Call or click ifocussystem.com  
20 in the next 10 minutes and we'll even include free  
21 shipping.

22                  ON SCREEN: ifocus

23                  \$14.95    PLUS S&H

24                  30 DAY OFFER

25                  EXCLUSIVE TV OFFER

1 THE ENTIRE ifocus Quick Start System  
2 CALL NOW 1-800-624-0625 ifocusSystem.com  
3 MALE ANNOUNCER: Call or click ifocusystem.com  
4 and order right now.  
5 MALE ANNOUNCER: Call 1-800-624-0625 for the  
6 ifocus system. Call 1-800-624-0625 now.  
7 ON SCREEN: Jennifer Beals  
8 Actress, Mother ifocusSystem.com  
9 JENNIFER BEALS: Behind ifocus is a team of  
10 scientists, doctors, educators, child psychologists,  
11 award-winning game designers, and parents. The result,  
12 something truly unique and remarkable that children love  
13 to play.  
14 ON SCREEN: John Able  
15 Parent, ifocus Co-Founder  
16 JOHN ABLE: It's really wonderful. It's a  
17 little bit like Sesame Street brought education to TV.  
18 Children were going to watch TV, Sesame Street brought  
19 them something that they liked watching, and the same  
20 thing's going on with Jungle Rangers.  
21 JASON LEON: Well, we made it really  
22 approachable for them. You're going to become a Jungle  
23 Rangers.  
24 ON SCREEN: JUNGLE RANGERS  
25 GAME: Good day, I need your help.

1                   ON SCREEN: Jason Leon

2                   ifocus Game Developer

3                   JASON LEON: Each and every game is adaptive.

4                   So, it's actually designed to scale up in difficulty so  
5                   that it keeps your brain energy up as high as it possibly  
6                   can. That's one of the aspects that sets our game apart  
7                   from other games is that it's constantly challenging you  
8                   to get better.

9                   JOHN ABLE: It's taking their brain and opening  
10                  up the neuro pathways and their ability to focus and pay  
11                  attention is improved.

12                  ON SCREEN: CALL or Click

13                  TO ORDER NOW!

14                  ifocus

15                  \$14.95    PLUS S&H

16                  30 DAY OFFER

17                  EXCLUSIVE TV OFFER

18                  THE ENTIRE ifocus Quick Start System

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20                  MALE ANNOUNCER: Call or click ifocusystem.com

21                  right now and try the incredible new ifocus Jungle

22                  Rangers Quick Start System for 30 days for just \$14.95.

23                  ON SCREEN: Product information shown above

24                  JUNGLE RANGERS

25                  Brain Training Game

1 Checklist

2 MALE ANNOUNCER: You'll receive the ifocus  
3 brain training Jungle Rangers game and user-friendly  
4 checklist.

5 ON SCREEN: Product information shown above  
6 Science Behind the Game AUDIO CD

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25 MALE ANNOUNCER: Call or click ifocussystem.com

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6 EXCLUSIVE TV OFFER

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13 child has everything to gain.

14 We're so certain you'll see positive  
15 improvements in your child's ability to focus at school  
16 and at home with ifocus, we want you to use it in your  
17 home, have your child play the game for six months  
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20 \$14.95 PLUS S&H

21 30 DAY OFFER

22 EXCLUSIVE TV OFFER

23 PARENT TO PARENT PROMISE

24 6 MONTH 100% MONEY BACK GUARANTEE

25 CALL NOW 1-800-624-0625 ifocusSystem.com

1                   MALE ANNOUNCER: It's the ifocus parent to  
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3 back any time within those six months and we'll refund  
4 your money, period.

5                   ON SCREEN: Product information shown above  
6                   \$70 VALUE  
7                   Keep your FREE GIFTS!

8                   MALE ANNOUNCER: But keep the behavior  
9 handbook, audio CD, cards, and the Jungle Rangers comic  
10 book, a \$70 value as your free gifts.

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12                   Not all children will achieve this result.

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25                   30 DAY OFFER

1           EXCLUSIVE TV OFFER

2           THE ENTIRE ifocus Quick Start System

3           CALL NOW     1-800-624-0625       ifocusSystem.com

4           MALE ANNOUNCER: Call or click ifocussystem.com

5           and order right now and you could be hearing these words,

6           too.

7           CHILD: Jungle Rangers helps me pay attention.

8           ON SCREEN: 1-800-624-0625

9           ifocusSystem.com

10          JENNIFER BEALS: Kids think they're just

11          playing a game, but this game is so much more than just a

12          game. It's designed to stimulate their brain in new

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22          together and then wire together. This creates pathways

23          that helps kids to --

24          ON SCREEN: Filter, Focus, Absorb, Remember

25          JENNIFER BEALS: -- filter, focus, absorb and

1 remember.

2 Dr. Daniel Amen is the ifocus scientific  
3 advisor.

4 Can you tell us a little bit about the science  
5 behind ifocus?

6 ON SCREEN: Daniel Amen, M.D.

7 Author, 28 books on the brain

8 DR. DANIEL AMEN: It was developed in a  
9 thoughtful way to actually enhance brain development.  
10 And, so, what we did is we did a very sophisticated neuro  
11 psychological assessment of a big group of kids before  
12 and then after they played the game.

13 ON SCREEN: ifocus

14 GROUP STUDY

15 Pre. vs. Post Comparison

16 (Bar Graph)

17 THINKING SELF REGULATION EMOTION FEELING

18 DR. DANIEL AMEN: And it was actually  
19 very exciting to find in areas of emotion and self-  
20 regulation --

21 ON SCREEN: Bar Graph on screen

22 After average 5 hours gametime

23 Recommended gametime: 12-15 hours

24 DR. DANIEL AMEN: -- that their scores improved  
25 significantly.

1                   ON SCREEN: Jennifer Beals

2                   Actress, Mother

3                   JENNIFER BEALS: And how are the different  
4 elements of thinking and emotion connected to self-  
5 regulation?

6                   ON SCREEN: 1-800-624-0625

7                   ifocusSystem.com

8                   DR. DANIEL AMEN: Self-regulation is really one  
9 of the secrets to long-term success. The brain is so  
10 interesting. It has many different abilities. So, the  
11 ability to regulate itself comes from the front part of  
12 your brain. It helps you with things like focus and  
13 forethought, judgment, impulse control. And it's very  
14 exciting. With ifocus there, in fact, is evidence that  
15 it helps them especially in those areas of self-  
16 regulation and emotion.

17                   JENNIFER BEALS: Isaac is a busy nine-year-old  
18 and Isaac had trouble paying attention in school until  
19 his mom discovered the ifocus system. He started  
20 playing Jungle Rangers and she learned easy ways to help  
21 him change his behavior, to get organized, and to get  
22 focused.

23                   ON SCREEN: Alitza

24                   Issac's Mom

25                   ALITZA: The teacher actually has told me that

1 this couple weeks, she's noticed big, big change.

2 JENNIFER BEALS: Now, instead of spending hours  
3 on homework, Isaac is able to stay on task.

4 ON SCREEN: Isaac  
5 age 9

6 ISAAC: It's a good game. Everyone should play  
7 if they have trouble listening or paying attention.

8 ALITZA: Oh, my gosh, this game is amazing, 100  
9 percent recommend it. And he likes that, he enjoys it,  
10 and that's what makes me very happy.

11 ON SCREEN: Dr. William Bennett  
12 Former U.S. Secretary of Education

13 DR. WILLIAM BENNETT: What parents want to do  
14 is the right thing by their children and what they need  
15 are things that can help them. It can help children  
16 develop focus and attention in a way that can pay great  
17 dividends.

18 ON SCREEN: Colleen  
19 Michael and Nelson's Mom

20 COLLEEN: I could see the improvement in him.

21 ON SCREEN: Susan 1-800-624-0625  
22 Forrester's Mom www.ifocuSystem.com

23 SUSAN: Things come easier.

24 ON SCREEN: Kristin 1-800-624-0625  
25 Anna's Mom www.ifocusSystem.com

1 KRISTIN: She's been better at being a self-  
2 starter.

3 ON SCREEN: Connie 1-800-625-0625  
4 Landon's Mom www.ifocusSystem.com

5 CONNIE: He was able to follow directions a lot  
6 better.

7 ON SCREEN: Garth 1-800-625-0625  
8 Zak and Zane's Mom www.ifocusSystem.com

9 GARTH: The fact that he came home and wanted  
10 to do his homework.

11 ON SCREEN: Marissa 1-800-625-0625  
12 Chazz's Mom www.ifocusSystem.com

13 MARISSA: When I come home from work, his  
14 chores are done.

15 ON SCREEN: Adell 1-800-625-0625  
16 Tiffany's Mom www.ifocusSystem.com

17 ADELL: I definitely would recommend it.

18 ON SCREEN: Trista 1-800-625-0625  
19 age 6 www.ifocusSystem.com

20 TRISTA: It does help me pay attention.

21 ON SCREEN: Forrester 1-800-625-0625  
22 age 10 www.ifocusSystem.com

23 FORRESTER: The best thing about Jungle Rangers  
24 is everything.

25

1           ON SCREEN: Jennifer Beals       1-800-624-0625  
2           Actress, Mother                   www.ifocusSystem.com

3           JENNIFER BEALS: When a child feels successful,  
4 he or she can be successful in the areas that are most  
5 important to them. It starts at home, they take it with  
6 them to school, and then it comes right back around to  
7 happier kids at home.

8           ON SCREEN: This is a paid advertisement for  
9 the ifocus System.

10          JENNIFER BEALS: And happy kids make happy  
11 families.

12          ON SCREEN: ifocus

13          FOCUS

14          COMPLETE SCHOOLWORK

15          COMPLETE HOMEWORK

16          STAY ON TASK

17          REACH POTENTIAL

18          MALE ANNOUNCER: What if you could give your  
19 child the ability to focus, complete schoolwork, homework  
20 and to stay on task, achieve his or her potential simply  
21 by playing a --

22          ON SCREEN: Fun Easy

23          COMPUTER GAME

24          MALE ANNOUNCER: -- fun and easy computer game?

25 Now you can with ifocus.

1           ON SCREEN:  DEVELOPED BY

2           Scientists   Educators   Parents

3           MALE ANNOUNCER:  Ifocus was developed by

4   scientists, educators and concerned parents --

5           ON SCREEN:  THE DIFFERENCE BETWEEN

6           Success    Failure

7           Their Ability

8           TO PAY ATTENTION!

9           MALE ANNOUNCER:  -- who saw that the difference

10   between success and failure for some children is often

11   simply their ability to pay attention.  For children, the

12   ability to focus is like a muscle that becomes stronger

13   with repeated use.

14           ON SCREEN:  ifocus

15           JUNGLE RANGERS

16           EVERYONE   E     CONTENT RATED BY ESRB

17           Available for   Windows   Mac

18           MALE ANNOUNCER:  The cornerstone of the ifocus

19   system is the Jungle Rangers game, rated E for everyone

20   and available for PC and Mac.

21           ON SCREEN:  More than

22           JUST A GAME!

23           MALE ANNOUNCER:  Kids think they're just

24   playing a fun and easy game --

25           ON SCREEN:  BRAIN TRAINING EXERCISES

1 JUNGLE RANGERS

2 MALE ANNOUNCER: -- but Jungle Rangers is  
3 really a sophisticated series of brain training  
4 exercises --

5 ON SCREEN: SCIENTIFICALLY ENGINEERED  
6 JUNGLE RANGERS

7 MALE ANNOUNCER: -- scientifically engineered  
8 so that children can actually --

9 ON SCREEN: Strengthens  
10 FOCUSING MUSCLE!  
11 3X A WEEK

12 20 minutes A DAY

13 MALE ANNOUNCER: -- strengthen their focusing  
14 muscle in as little as 20 minutes a day, three times a  
15 week.

16 ON SCREEN: Dr. William Bennett  
17 Former U.S. Secretary of Education

18 DR. WILLIAM BENNETT: There are games that you  
19 learn from and games that you don't. That's why it's  
20 important to sort out the wheat from the chaff.

21 ON SCREEN: Lori Jensen  
22 Principal, 30 years in education

23 LORI JENSEN: It will help their with their  
24 attention span and their focus.

25 ON SCREEN: The Secret...

1           INTEGRATED NEURO TECHNOLOGY

2           MALE ANNOUNCER: The secret is integrated neuro  
3           technology.

4           ON SCREEN: Stimulates

5           THE CORTEX

6           MALE ANNOUNCER: Key areas of the cortex are  
7           stimulated in careful order --

8           ON SCREEN: KEY NEURONS

9           Fire together

10          Wire together

11          MALE ANNOUNCER: -- first, firing neurons and  
12          then creating connections that get stronger, literally  
13          wiring them together the more your child plays the game.

14          ON SCREEN: Challenged,

15          NOT FRUSTRATED!

16          MALE ANNOUNCER: Children who play Jungle  
17          Rangers are challenged, but not frustrated because Jungle  
18          Rangers --

19          ON SCREEN: Game Adapts

20          TO EACH PLAYER

21          MALE ANNOUNCER: -- constantly adapts and  
22          readjusts the level of difficulty for each players --

23          ON SCREEN: Kids Love

24          JUNGLE RANGERS

25          MALE ANNOUNCER: -- and kids are hooked the

1 very first time they play.

2 ON SCREEN: FIRST TIME PLAYERS! JUNGLE RANGERS

3 CHILD: I like Jungle Rangers.

4 CHILD: Very cool, awesome game.

5 CHILD: Pretty challenging.

6 CHILD: A little easy, a little hard.

7 CHILD: You have to memorize a pattern in order  
8 to go onto the next level.

9 CHILD: And you do all this fun stuff.

10 CHILD: I like Jungle Rangers.

11 ON SCREEN: HOW MUCH

12 Wasted Money?

13 DO NOTHING GAMES

14 BORING TUTORING SESSIONS

15 AFTER SCHOOL PROGRAMS

16 MALE ANNOUNCER: How much time and money have  
17 you wasted on do nothing video games for your child,  
18 boring tutoring sessions or after school programs that  
19 simply don't make a difference?

20 ON SCREEN: PARENT TO PARENT PROMISE

21 6 MONTH 100% MONEY BACK GUARANTEE

22 JUNGLE RANGERS

23 MALE ANNOUNCER: The Jungle Rangers game and  
24 ifocus system are 100 percent guaranteed.

25 ON SCREEN: ifocus

1           \$14.95    PLUS S&H  
2           30 DAY OFFER  
3           EXCLUSIVE TV OFFER  
4           Play JUNGLE RANGERS in your home!  
5           CALL NOW    1-800-624-0625       ifocusSystem.com  
6           MALE ANNOUNCER:  And, right now, your family  
7           has an extraordinary opportunity to try ifocus and play  
8           Jungle Rangers in your home for 30 days for just \$14.95.  
9           That's right.  It's a very special ifocus Jungle  
10          Rangers --  
11          ON SCREEN:  Product information shown above  
12          Quick Start System  
13          AVAILABLE FOR   Mac    Windows  
14          MALE ANNOUNCER:  -- quick start offer.  Use it  
15          in your own home for a full 30 days for just \$14.95.  
16          UNIDENTIFIED FEMALE:  I definitely would  
17          recommend this product.  
18          ON SCREEN:  Product information shown above  
19          Not all children will achieve this result.  
20          UNIDENTIFIED FEMALE:  Jungle Rangers has helped  
21          Forrester maximize his potential.  
22          UNIDENTIFIED FEMALE:  I definitely would  
23          recommend it.  
24          ON SCREEN:  CALL or Click  
25          TO ORDER NOW!

1           ifocus  
2           \$14.95    PLUS S&H  
3           30 DAY OFFER  
4           EXCLUSIVE TV OFFER  
5           THE ENTIRE ifocus Quick Start System  
6           CALL NOW    1-800-624-0625       ifocusSystem.com  
7           MALE ANNOUNCER:  Call or click ifocussystem.com  
8           right now and try the incredible ifocus Jungle Rangers  
9           Quick Start System for 30 days for just \$14.95.  
10          ON SCREEN:  Product information shown above  
11          JUNGLE RANGERS  
12          Brain Training Game  
13          Checklist  
14          MALE ANNOUNCER:  You'll receive the ifocus  
15          brain training Jungle Rangers game and user-friendly  
16          checklist.  
17          ON SCREEN:  Product information shown above  
18          Science Behind the Game AUDIO CD  
19          MALE ANNOUNCER:  Plus, our audio CD explains  
20          the science behind the game --  
21          ON SCREEN:  Product information shown above  
22          5 ways in 5 days  
23          QUICK START CARDS  
24          MALE ANNOUNCER:  -- and increase your child's  
25          focus and attention five ways in five days with our

1 exclusive quick start cards.

2 ON SCREEN: Product information shown above

3 Focus on Behavior HANDBOOK

4 Behavior Advice from Experts AUDIO CD

5 Focus on Behavior QUICK START CARDS

6 MALE ANNOUNCER: You'll also get our Focus on

7 Behavior Handbook and get behavior tips from experts on

8 our audio CD, again with easy-to-follow quick start

9 cards.

10 ON SCREEN: Product information shown above

11 FIRST EDITION JUNGLE RANGERS Comic Book

12 MALE ANNOUNCER: And because kids love the

13 Jungle Rangers game, we'll even give them our first

14 edition Jungle Rangers comic book.

15 UNIDENTIFIED FEMALE: ifocus has given me

16 different tools to be more organized at home.

17 UNIDENTIFIED FEMALE: Like little steps for her

18 that would be easy for her to remember and write out and

19 keep on track.

20 ON SCREEN: Product information shown above

21 Not all children will achieve this result.

22 UNIDENTIFIED FEMALE: ifocus gave me the tools

23 to help my children do better in school.

24 ON SCREEN: ifocus

25 \$14.95 PLUS S&H

1                   30 DAY OFFER

2                   EXCLUSIVE TV OFFER

3                   THE ENTIRE ifocus Quick Start System

4                   CALL NOW     1-800-624-0625         ifocusSystem.com

5                   MALE ANNOUNCER: That's the entire ifocus Quick

6 Start System, including the Jungle Rangers game,

7 checklist and comic book, plus the five ways in five days

8 cards and behind the science audio CD, the Focus on

9 Behavior Handbook, quick start cards, and audio CD, all

10 yours to try for just \$14.95.

11                   ON SCREEN: CALL in the next 6 MINUTES!

12                   Product information shown above

13                   FREE SHIPPING

14                   MALE ANNOUNCER: Call or click ifocussystem.com

15 in the next 6 minutes and we'll even include free

16 shipping.

17                   ON SCREEN: ifocus

18                   \$14.95     PLUS S&H

19                   30 DAY OFFER

20                   EXCLUSIVE TV OFFER

21                   THE ENTIRE ifocus Quick Start System

22                   CALL NOW     1-800-624-0625         ifocusSystem.com

23                   MALE ANNOUNCER: Remember, the ifocus Jungle

24 Rangers Quick Start System is not available in any stores

25 or at any schools. This is an exclusive television

1 offer. You have absolutely nothing to lose and your  
2 child has everything to gain.

3 We're so certain you'll see positive  
4 improvements in your child's ability to focus at school  
5 and at home with ifocus, we want you to use it in your  
6 home, have your child play the game for six months  
7 guaranteed.

8 ON SCREEN: ifocus

9 \$14.95 PLUS S&H

10 30 DAY OFFER

11 EXCLUSIVE TV OFFER

12 PARENT TO PARENT PROMISE

13 6 MONTH 100% MONEY BACK GUARANTEE

14 CALL NOW 1-800-624-0625 ifocusSystem.com

15 MALE ANNOUNCER: It's the ifocus parent to  
16 parent promise. If you aren't completely happy, send it  
17 back any time within those six months and we'll refund  
18 your money, period.

19 ON SCREEN: Product information shown above

20 \$70 VALUE

21 Keep your FREE GIFTS!

22 MALE ANNOUNCER: But keep the behavior  
23 handbook, audio CD, cards, and the Jungle Rangers comic  
24 book, a \$70 value as your free gifts.

25 CHILD: Last year, I would just daydream in

1 class and now I'm more focused with my teacher.

2 ON SCREEN: Product information shown above

3 Not all children will achieve this result.

4 CHILD: I can read faster.

5 CHILD: It helps me in school and my homework.

6 ON SCREEN: CALL or Click

7 TO ORDER NOW!

8 ifocus

9 \$14.95 PLUS S&H

10 30 DAY OFFER

11 EXCLUSIVE TV OFFER

12 THE ENTIRE ifocus Quick Start System

13 CALL NOW 1-800-624-0625 ifocusSystem.com

14 MALE ANNOUNCER: Call or click ifocussystem.com

15 and order right now, and you could be hearing these

16 words, too.

17 CHILD: Jungle Rangers help me pay attention.

18 MALE ANNOUNCER: Call 1-800-624-0625 for the

19 ifocus system. Call 1-800-624-0625 now.

20 ON SCREEN: ifocus

21 The preceding was a paid presentation for the

22 ifocus system

23 MALE ANNOUNCER: The preceding was a paid

24 presentation for the ifocus system.

25 (The recording was concluded.)

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

2

3       MATTER NUMBER: 1223153

4       CASE TITLE: IFOCUS EDUCATION, LLC

5       TAPING DATE: FEBRUARY 17, 2012

6       TRANSCRIPTION DATE: NOVEMBER 12, 2013

7

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

12

13                                   DATED: NOVEMBER 12, 2013

14

15

16                                   ELIZABETH M. FARRELL

17

18           C E R T I F I C A T I O N   O F   P R O O F R E A D E R

19

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

23

24

25                                   SARA J. VANCE

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OFFICIAL TRANSCRIPT PROCEEDING  
FEDERAL TRADE COMMISSION

MATTER NO. 1223153  
TITLE iFOCUS EDUCATION, LLC  
DATE RECORDED: JUNE 18, 2012  
TRANSCRIBED: NOVEMBER 12, 2013  
PAGES 1 THROUGH 60

JUNGLE RANGERS BRAIN TRAINING SYSTEM  
IFOCUS EDUCATION  
INFOMERCIAL (IFV4)

For The Record, Inc.  
(301) 870-8025 - [www.ftrinc.net](http://www.ftrinc.net) - (800) 921-5555

FEDERAL TRADE COMMISSION

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RECORDING:

PAGE:

Jungle Rangers Infomercial

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In the Matter of: )  
iFocus Education, LLC ) Matter No. 1223153  
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June 18, 2012

The following transcript was produced from a  
CD-Rom provided to For The Record, Inc. on October 24,  
2013.

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(800) 921-5555

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

2 - - - - -

3 JUNGLE RANGERS INFOMERCIAL

4 ON SCREEN: PRODUCT: ifocus System

5 COMPANY: focus education

6 TITLE: ifocus \$14.95 Trial Offer - No Host

7 6 Month Guarantee

8 TRT: 28:30

9 ISCI: FEIF0104

10 AGENCY: Script to Screen

11 DATE: 06/18/2012

12 AUDIO: 1 & 2 Stereo Mix

13 www.scripttoscreen.com

14 ON SCREEN: The following is a paid  
15 presentation for the ifocus Jungle Rangers Brain Training  
16 System brought to you by Focus Education

17 MALE ANNOUNCER: The following is a paid  
18 presentation for the ifocus Jungle Rangers Brain Training  
19 System, brought to you by Focus Education.

20 MALE ANNOUNCER: In today's modern world, kids  
21 are bombarded by --

22 ON SCREEN: DISTRACTED

23 FRUSTRATED

24 UNABLE TO FINISH TASKS

25 MALE ANNOUNCER: -- so many distractions that

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1 they often become frustrated and can't stay on track to  
2 even finish the simplest of tasks.

3 UNIDENTIFIED FEMALE: I can say, go brush your  
4 teeth or go get your homework or go do this, and five  
5 minutes later, it's still not done or even began.

6 ON SCREEN: STRUGGLING  
7 WITH GRADES AND HOMEWORK?

8 MALE ANNOUNCER: Efforts in the classroom or at  
9 home can often become a tedious chore or even a constant  
10 struggle.

11 UNIDENTIFIED FEMALE: Homework took him like  
12 four to five hours and for me to sit down with him.

13 ON SCREEN: PROBLEMS AT SCHOOL?

14 MALE ANNOUNCER: And when the problem becomes  
15 too overwhelming, that's when the phone calls start.

16 UNIDENTIFIED FEMALE: Every single day I was  
17 getting calls from the teacher or he was getting sent to  
18 the office.

19 ON SCREEN: Powerful  
20 BREAKTHROUGH  
21 Ages 6-12

22 MALE ANNOUNCER: Now, there's a brilliant  
23 breakthrough, a powerful way to teach boys and girls,  
24 ages 6 through 12, to effectively --

25 ON SCREEN: Filter, Focus, Absorb, Remember

For

26 The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555



1 ON SCREEN: IMPROVEMENT

2 Thinking +93%

3 Self-Regulation +38%

4 Average Thinking Improvement 24% in 5 hours.

5 Average Self-Regulation Improvement 30% in 5

6 hours.

7 Tiffany

8 age 11

9 TIFFANY: When I got that game, I started doing  
10 really, really good in school.

11 ON SCREEN: IMPROVEMENT

12 Sustained Attention +33%

13 Thinking +95%

14 Average Sustained Attention Improvement 14% in

15 5 hours.

16 Average Thinking Improvement 14% in 5 hours.

17 Forrester

18 age 10

19 FORRESTER: I pay attention to my teacher a lot  
20 more.

21 ON SCREEN: IMPROVEMENT

22 Self-Regulation +105%

23 Feeling +44%

24 Average Self-Regulation Improvement 30% in 5

25 hours.

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1 Average Feeling Improvement 36% in 5 hours.

2 Chazz

3 age 10

4 CHAZZ: I have better grades.

5 ON SCREEN: Jackson

6 age 11 Individual result - your child may not  
7 be as successful

8 JACKSON: I've been getting a lot more 100  
9 percents.

10 MALE ANNOUNCER: Based on years of advanced  
11 scientific and pediatric neuro brain research, each level  
12 of the Jungle Rangers game is designed to --

13 ON SCREEN: Stimulate, Strengthen

14 CONNECTIONS

15 MALE ANNOUNCER: -- stimulate and strengthen  
16 neuron connections in the brain, using proven visual and  
17 auditory --

18 ON SCREEN: BRAIN TRAINING Exercises

19 MALE ANNOUNCER: -- brain training exercises  
20 imbedded within the game itself.

21 ON SCREEN: ifocus

22 MALE ANNOUNCER: Over the next half-hour, join  
23 us as we talk with parents, teachers, and kids about how  
24 the incredible ifocus system is improving young minds and  
25 changing lives for the better.

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1 ON SCREEN: Jennifer

2 Kaida's Mom

3 JENNIFER: I really didn't expect to see that  
4 big of a change that quickly.

5 ON SCREEN: Susan

6 Forrester's Mom

7 SUSAN: It worked for our family. In two  
8 weeks' time, we noticed.

9 ON SCREEN: Marissa

10 Chazz's Mom

11 MARISSA: ifocus gave me the tools to help my  
12 child do better in school.

13 ON SCREEN: COMING UP The Science Behind

14 MALE ANNOUNCER: Plus we'll speak with Dr.  
15 Daniel Amen, medical doctor, brain specialist, and best-  
16 selling author, about how the ifocus program works to  
17 positively impact children's potential in life.

18 ON SCREEN: Daniel Amen, M.D.

19 Brain Imaging Specialist

20 DR. DANIEL AMEN: We did a very sophisticated  
21 neuropsychological assessment and it was actually very  
22 exciting.

23 ON SCREEN: EMOTION: +25%

24 Jackson age 11

25 Average Emotion Improvement 45% in 5 hours For

26 The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555

1 MALE ANNOUNCER: After just a few hours of  
2 playing ifocus Jungle Rangers --

3 ON SCREEN: THINKING: +63%  
4 Anna age 10  
5 Average Thinking Improvement 24% in 5 hours

6 MALE ANNOUNCER: -- these kids --

7 ON SCREEN: SUSTAINED ATTENTION: +250%  
8 Zach age 11  
9 Average Sustained Attention 14% in 5 hours

10 MALE ANNOUNCER: -- were able to significantly  
11 increase --

12 ON SCREEN: SELF-REGULATION: +105%  
13 Chazz age 10  
14 Average Self-Regulation 30% in 5 hours

15 MALE ANNOUNCER: -- their focus and  
16 attention --

17 ON SCREEN: FEELING: +54%  
18 Jacquelyn age 11  
19 Average Feeling Improvement 36% in 5 hours

20 MALE ANNOUNCER: -- some of them dramatically.

21 ON SCREEN: Connie  
22 Jacquelyn's Mom

23 CONNIE: We just got done with parent-teacher  
24 conference and Jacquelyn's one of the highest ones in her  
25 classes in reading. For The Record, Inc. (301) 870-8025  
26 - www.ftrinc.net - (800) 921-5555

1                   ON SCREEN:  EVERYONE    E CONTENT RATED BY ESRB  
2                   JUNGLE RANGERS

3                   MALE ANNOUNCER:  And we'll meet with the award-  
4 winning game designer who personally supervised the  
5 creation and extraordinary development of the ifocus  
6 Jungle Rangers video game adventure.

7                   ON SCREEN:  Jason Leon  
8                   ifocus Game Developer

9                   JASON LEON:  It was all about just innovating  
10 to make it the best product it could be.  It seemed like  
11 every step of the way there was just a, wait, we can do  
12 this better.

13                   ON SCREEN:  NEVER BEFORE!

14                   SCIENCE & EDUCATION

15                   COMBINED

16                   JUNGLE RANGERS

17                   MALE ANNOUNCER:  Never before has science and  
18 education been designed into a video game experience like  
19 Jungle Rangers, one that is able to make such an  
20 intelligent and beneficial impact on the minds of young  
21 boys and girls.

22                   And because many of the ifocus system  
23 developers are also concerned parents, they've  
24 established an unheard of guarantee --

25                   ON SCREEN:  PARENT TO PARENT

For The Record,

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1                   ON SCREEN: Jason Leon

2                   ifocus Game Developer

3                   JASON LEON: We worked directly with the neuro  
4 therapist that would tell us what was supposed to be in  
5 and why it was supposed to be in. Oftentimes, when folks  
6 try and mix these two worlds, they forget that you've got  
7 to make it fun first. So, it was kind of this  
8 convergence of science and fun.

9                   ON SCREEN: Science:

10                   BRAIN TRAINING TECHNIQUES

11                   MALE ANNOUNCER: The science is using effective  
12 brain training techniques and --

13                   ON SCREEN: Fun:

14                   EASY GAME!

15                   MALE ANNOUNCER: -- the fun is turning them  
16 into games. The Jungle Rangers adventure takes players  
17 through --

18                   ON SCREEN: 9 ADVANCING

19                   Games

20                   MALE ANNOUNCER: -- nine separate advancing  
21 games --

22                   ON SCREEN: 3 DIFFERENT

23                   Worlds

24                   MALE ANNOUNCER: -- in three different worlds,

25 all of which include exercises proven to --                   For The

26 Record, Inc.   (301) 870-8025 - www.ftrinc.net - (800) 921-5555

1 ON SCREEN: GAMES IMPROVE

2 Focus, Concentration, Memory

3 MALE ANNOUNCER: -- improve focus,

4 concentration and memory --

5 ON SCREEN: SPAN SEQUENCES

6 REMEMBER AND RECALL

7 FILTER DISTRACTIONS

8 IMPROVE COMPREHENSION

9 MALE ANNOUNCER: -- like these span sequences

10 which ask players to remember complex information, even

11 while distracted. So, many kids who play Jungle Rangers

12 span games feel a jump in math and reading comprehension.

13 ON SCREEN: CONTINUOUS PERFORMANCE

14 PAY ATTENTION

15 LEARN PATIENCE

16 FOCUS

17 MALE ANNOUNCER: Continuous performance games

18 are all about paying attention and learning patience.

19 Research shows kids learn to stay alert and to really

20 focus on what's going on, even at times when they'd

21 normally zone out.

22 ON SCREEN: N-BACK

23 HOLD INFORMATION

24 UPDATE INFORMATION

25 REMEMBER AND FOCUS

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26 870-8025 - [www.ftrinc.net](http://www.ftrinc.net) - (800) 921-5555

1           MALE ANNOUNCER: And N-Back requires players to  
2 hold information and to update that information. Adding  
3 new levels of difficulty is practice for real life,  
4 helping kids to focus and remember what they need to do.

5           Bottom line, kids who play Jungle Rangers  
6 practice new skills so they learn to --

7           ON SCREEN: Filter, Focus, Absorb, Remember

8           MALE ANNOUNCER: -- filter, focus, absorb, and  
9 remember.

10          ON SCREEN: Marissa

11          Chazz's Mom

12          MARISSA: It's helped a lot at the house even,  
13 not just at school. His behavior with his chores,  
14 helping out.

15          ON SCREEN: Colleen

16          Michael and Nelson's Mom

17          COLLEEN: I see a lot more focus, a lot more  
18 motivation.

19          ON SCREEN: Kristin

20          Anna's Mom

21          KRISTIN: She seems to be trying harder to want  
22 to do what I ask.

23          ON SCREEN: Julie

24          Zach's Mom

25          JULIE: This is a great way to strengthen their

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1 brain, which is their biggest asset in life.

2 FEMALE ANNOUNCER: Here to tell us more is  
3 brain specialist and ifocus scientific advisor, Dr.  
4 Daniel Amen. He's a child psychiatrist and brain imaging  
5 specialist and he's authored 28 books on the brain. Dr.  
6 Amen is also a father and a grandfather.

7 ON SCREEN: Daniel Amen, M.D.

8 Brain Imaging Specialist

9 DR. DANIEL AMEN: As a child psychiatrist, I've  
10 not been all that excited about video games for children  
11 because children have developing brains. Here, we had  
12 developers, in a thoughtful way, develop a game to  
13 actually strengthen the connections in the brain. It's a  
14 very interesting term called "long-term potentiation."  
15 So, what that means is the connections between cells  
16 actually become stronger.

17 ON SCREEN: Daniel Amen, M.D.

18 Author, 28 books on the brain

19 DR. DANIEL AMEN: So, to have the opportunity  
20 to actually study it and show that it is, in fact,  
21 helpful was very exciting for me.

22 So, we had a group of 45 children.

23 ON SCREEN: SELF REGULATION: +200%

24 Anna age 10

25 Average Self Regulation Improvement 30% in 5

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For

1 hours

2 DR. DANIEL AMEN: What we found was their

3 ability to --

4 ON SCREEN: SELF REGULATION: +38%

5 Tiffany age 11

6 Average Self Regulation Improvement 30% in 5

7 hours

8 DR. DANIEL AMEN: -- regulate themselves --

9 ON SCREEN: SELF REGULATION: +105%

10 Chazz age 10

11 Average Self Regulation Improvement 30% in 5

12 hours

13 DR. DANIEL AMEN: -- so self regulation and --

14 ON SCREEN: EMOTION: +25%

15 Jackson age 11

16 Average Emotion Improvement 45% in 5 hours

17 DR. DANIEL AMEN: -- emotion --

18 ON SCREEN: EMOTION: +29%

19 Zach age 11

20 Average Emotion Improvement 45% in 5 hours

21 DR. DANIEL AMEN: -- statistically

22 significantly increased --

23 ON SCREEN: EMOTION: +350%

24 Isaac age 9

25 Average Emotion Improvement 45% in 5 hours

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1 DR. DANIEL AMEN: -- after the kids played the  
2 game.

3 If you can help a child with their emotions --

4 ON SCREEN: Self Regulation

5 DR. DANIEL AMEN: -- regulate themselves,  
6 they're more successful in their lives. Not only are  
7 they happier, but they're able to stay on task. So, I  
8 think any kid will benefit from this.

9 ON SCREEN: Daniel Amen, M.D.

10 Brain Imaging Specialist

11 DR. DANIEL AMEN: And the reason I say that is  
12 I love the approach. It's a brain training exercise.

13 None of it's hard. I mean, that's sort of the exciting

14 thing. None of it's hard and it can give you a big

15 benefit. And as a parent, you feel confident --

16 ON SCREEN: This is a paid advertisement for  
17 the ifocus System

18 DR. DANIEL AMEN: -- that this is helping my  
19 child and not hurting my child.

20 ON SCREEN: Julie

21 Zach's Mom

22 JULIE: My kids love to play video games and  
23 this is a great way to strengthen their brain.

24 ON SCREEN: Taffie

25 Trista's Mom

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1           TAFFIE: And it settles them in and it helps  
2 them to learn to focus.

3           UNIDENTIFIED FEMALE: He says, mom, I can focus  
4 in class.

5           ON SCREEN: JUNGLE RANGERS  
6 BRAIN TRAINING SYSTEM  
7 for Attention!

8           MALE ANNOUNCER: Introducing the ifocus Jungle  
9 Rangers Brain Training System. What looks like just a  
10 video game is actually a --

11          ON SCREEN: Sophisticated  
12 BRAIN TRAINING TOOL

13          MALE ANNOUNCER: -- sophisticated and highly  
14 developed state-of-the-art brain training tool, designed  
15 as a series of --

16          ON SCREEN: 9 COMPUTER GAME  
17 Adventures

18          MALE ANNOUNCER: -- nine fun, exciting and  
19 challenging computer game adventures.

20          ON SCREEN: EVERYONE E CONTENT RATED BY ESRB  
21 JUNGLE RANGERS

22          AVAILABLE FOR Windows Mac

23          MALE ANNOUNCER: Rated E for everyone and  
24 available for both PC and Mac, the ifocus Jungle Rangers  
25 game is unlike any educational game you've ever seen,

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For

1 because hidden within every level of the nine innovative  
2 ifocus Jungle Rangers games are --

3 ON SCREEN: Scientifically Proven

4 BRAIN TRAINING EXERCISES

5 MALE ANNOUNCER: -- scientifically proven  
6 memory and attention brain training exercises, designed  
7 to improve --

8 ON SCREEN: Focus

9 Concentration

10 Memory

11 MALE ANNOUNCER: -- focus, concentration and  
12 memory --

13 ON SCREEN: Stimulate, Strengthen

14 CONNECTIONS

15 MALE ANNOUNCER: -- strengthening important  
16 neuron connections --

17 ON SCREEN: SPAN SEQUENCES

18 REMEMBER AND RECALL

19 FILTER DISTRACTIONS

20 IMPROVE COMPREHENSION

21 MALE ANNOUNCER: -- like these span sequences  
22 which ask players to remember complex information, even  
23 while distracted. So, many kids who play Jungle Rangers  
24 span games feel a jump in math and reading comprehension.

25 ON SCREEN: CONTINUOUS PERFORMANCE

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1           PAY ATTENTION

2           LEARN PATIENCE

3           FOCUS

4           MALE ANNOUNCER: Continuous performance games  
5 are all about paying attention and learning patience.  
6 Research proves kids who play continuous performance  
7 games are able to stay alert, be less distracted and  
8 really focus on what's going on around them.

9           ON SCREEN: N-BACK

10          HOLD INFORMATION

11          UPDATE INFORMATION

12          REMEMBER AND FOCUS

13          MALE ANNOUNCER: And N-Back requires players to  
14 hold information and update that information. It's  
15 practice for real life, helping kids to think about what  
16 they've learned and to focus and remember what they need  
17 to do.

18          ON SCREEN: INNOVATIVE

19          COMBINATION!

20          PROVEN                    CHALLENGING

21          Science                    Fun

22          MALE ANNOUNCER: It's this innovative  
23 groundbreaking combination of proven science and  
24 increasingly challenging fun that has kids hooked from  
25 the very first time they play.                   For The Record, Inc.

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1 ON SCREEN: FIRST TIME PLAYERS! JUNGLE RANGERS

2 CHILD: It was really fun.

3 CHILD: It's like a puzzle.

4 CHILD: It's fun.

5 CHILD: It's just an awesome game.

6 MALE ANNOUNCER: While kids enjoy the games,  
7 parents will love the dashboard tracking system.

8 ON SCREEN: PARENT

9 DASHBOARD

10 MALE ANNOUNCER: This exclusive feature records  
11 your child's progress and reveals how they're improving  
12 in key cognitive areas like sequencing, performance and  
13 memory.

14 ON SCREEN: Taffie

15 Trista's Mom

16 TAFFIE: Well, the dashboard explains to the  
17 parent how much time they have spent in what -- in which  
18 areas.

19 ON SCREEN: Jennifer

20 Kaida's Mom

21 JENNIFER: It helps you be able to track what  
22 he's doing, his progress.

23 TAFFIE: And it tells you exactly what part of  
24 the game they've been playing and for how long.

25 ON SCREEN: ifocus For The Record, Inc. (301)

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1                   \$14.95 PLUS S&H  
2                   30 DAY TRIAL  
3                   EXCLUSIVE INTRODUCTORY OFFER  
4                   Entire ifocus BRAIN TRAINING SYSTEM  
5                   CALL NOW                               www.ifocusSystem.com

6                   MALE ANNOUNCER: Now, through this  
7                   extraordinary and exclusive introductory offer, you can  
8                   get the entire ifocus Jungle Rangers Brain Training  
9                   System --

10                  ON SCREEN: ifocus  
11                  \$14.95 PLUS S&H  
12                  30 DAY TRIAL  
13                  EXCLUSIVE INTRODUCTORY OFFER  
14                  INCLUDES JUNGLE RANGERS GAMES  
15                  CALL NOW                               www.ifocusSystem.com

16                  MALE ANNOUNCER: -- including all nine Jungle  
17                  Rangers games, and find out for yourself how effective it  
18                  really is by simply trying it for a full 30 days for just  
19                  \$14.95.

20                  It comes with everything your child needs to  
21                  succeed --

22                  ON SCREEN: ifocus  
23                  \$14.95 PLUS S&H  
24                  30 DAY TRIAL  
25                  EXCLUSIVE INTRODUCTORY OFFER

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

1 JUNGLE RANGERS GAME CD Mac Windows  
2 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

3 MALE ANNOUNCER: -- including the Jungle  
4 Rangers game CD --

5 ON SCREEN: ifocus  
6 \$14.95 PLUS S&H  
7 30 DAY TRIAL  
8 EXCLUSIVE INTRODUCTORY OFFER  
9 INCLUDING Parent Dashboard

10 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

11 MALE ANNOUNCER: -- with a parent dashboard  
12 tracker for monitoring their time and progress --

13 ON SCREEN: ifocus  
14 \$14.95 PLUS S&H  
15 30 DAY TRIAL  
16 EXCLUSIVE INTRODUCTORY OFFER

17 Science Behind the Game AUDIO CD

18 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

19 MALE ANNOUNCER: -- this in-depth parent audio  
20 CD that explains the science behind this groundbreaking  
21 program --

22 ON SCREEN: ifocus

23 \$14.95 PLUS S&H

24 30 DAY TRIAL

25 EXCLUSIVE INTRODUCTORY OFFER

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26 Inc. (301) 870-8025 - [www.ftrinc.net](http://www.ftrinc.net) - (800) 921-5555

1 Focus on Behavior HANDBOOK + AUDIO CD  
2 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)  
3 MALE ANNOUNCER: -- plus this Focus on Behavior  
4 handbook and audio CD that helps both child and parent  
5 to understand and recognize good and bad behavioral  
6 patterns --

7 ON SCREEN: ifocus  
8 \$14.95 PLUS S&H  
9 30 DAY TRIAL  
10 EXCLUSIVE INTRODUCTORY OFFER  
11 Plus Additional BONUS EXTRAS!  
12 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

13 MALE ANNOUNCER: -- and even more bonus items,  
14 all yours included at no extra cost.

15 ON SCREEN: ifocus  
16 \$14.95 PLUS S&H  
17 30 DAY TRIAL  
18 EXCLUSIVE INTRODUCTORY OFFER  
19 Entire ifocus BRAIN TRAINING SYSTEM  
20 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

21 MALE ANNOUNCER: You get this entire system  
22 with everything you see here to simply try for a full  
23 month for just \$14.95.

24 But listen to this, the creators at Focus  
25 Education, who are also concerned parents, are so For The  
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1 confident that you and your child will absolutely fall in  
2 love with this amazing system that they're offering an  
3 unheard of parent to parent promise.

4 ON SCREEN: ifocus

5 Guarantee less return shipping

6 \$14.95 PLUS S&H

7 30 DAY TRIAL

8 EXCLUSIVE INTRODUCTORY OFFER

9 PARENT TO PARENT PROMISE

10 6 MONTH 100%

11 MONEY BACK GUARANTEE

12 Play JUNGLE RANGERS in your home!

13 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

14 MALE ANNOUNCER: If you order today, ifocus  
15 will give you up to six months -- yes, six full months to  
16 put the ifocus Jungle Rangers Brain Training System to  
17 the test and truly discover its ultimate potential for  
18 you and your child, or your money back.

19 UNIDENTIFIED FEMALE: I'm happy to have a tool  
20 that helps my daughter focus and helps her to do better  
21 in school.

22 UNIDENTIFIED FEMALE: The game has -- is  
23 teaching my boys how to focus and how to filter out  
24 distractions.

25 ON SCREEN: CALL in the next 18 minutes!

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For The

1 ifocus

2 \$14.95 PLUS S&H

3 30 DAY TRIAL

4 EXCLUSIVE INTRODUCTORY OFFER

5 FREE SHIPPING & HANDLING

6 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

7 MALE ANNOUNCER: And it gets even better. Call  
8 and order in the next 18 minutes and we'll ship this  
9 total and complete breakthrough system, with all the  
10 extras and included bonus items right to your door for  
11 free. That's right, absolutely free shipping and  
12 handling, but only if you call and order right away.

13 UNIDENTIFIED FEMALE: I would say that it's a  
14 game that gives you results.

15 ON SCREEN: Product information shown above  
16 Individual result - your child may not be as  
17 successful

18 UNIDENTIFIED MALE: Well, they're doing better  
19 in school. We just got their report cards and we were  
20 shocked, all As and Bs.

21 UNIDENTIFIED FEMALE: And this was the first  
22 time -- well, he got all As and one A minus.

23 MALE ANNOUNCER: The ifocus Jungle Rangers  
24 Brain Training System for attention is not available in  
25 stores or schools. For The Record, Inc. (301) 870-8025

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1           ON SCREEN: CALL or Click  
2           TO ORDER NOW!  
3           ifocus  
4           \$14.95 PLUS S&H  
5           30 DAY TRIAL  
6           EXCLUSIVE INTRODUCTORY OFFER  
7           NOT AVAILABLE AT SCHOOLS!  
8           CALL NOW                           www.ifocusSystem.com  
9           MALE ANNOUNCER: It's only available online or  
10          through this exclusive television offer. So, make the  
11          commitment to help your child filter, focus, absorb and  
12          remember. Call now or click on ifocusSystem.com.  
13          ON SCREEN: ifocus  
14          \$14.95 PLUS S&H  
15          30 DAY TRIAL  
16          EXCLUSIVE INTRODUCTORY OFFER  
17          PARENT TO PARENT PROMISE  
18          6 MONTH 100%  
19          MONEY BACK GUARANTEE  
20          Guarantee less return shipping  
21          CALL NOW                           www.ifocusSystem.com  
22          MALE ANNOUNCER: And, remember, with the ifocus  
23          system, your child will achieve and succeed or your money  
24          back. Call now.  
25          UNIDENTIFIED FEMALE: 100 percent recommend it.  
26 For The Record, Inc.   (301) 870-8025 - www.ftrinc.net - (800) 921-5555

1           ON SCREEN: CALL or Click  
2           TO ORDER NOW!  
3           ifocus  
4           \$14.95 PLUS S&H  
5           30 DAY TRIAL  
6           EXCLUSIVE INTRODUCTORY OFFER  
7           CALL NOW                           www.ifocusSystem.com  
8           ON SCREEN: Zak and Zane  
9           age 9                           www.ifocusSystem.com  
10          FEMALE ANNOUNCER: Zak and Zane are identical  
11          twins. Think busy times two. Their dad knows how  
12          important exercise is for young boys, so he makes sure  
13          they spend a lot of time outside working off their  
14          energy. And while they're great when it comes to sports,  
15          both Zak and Zane had trouble focusing at school.  
16          GARTH: But to try to focus to do homework,  
17          there'd be times where it would take me a half-hour to  
18          just do one math problem.  
19          FEMALE ANNOUNCER: But since playing the Jungle  
20          Rangers game and using the ifocus System, Zak and Zane  
21          are able to focus, filter out distractions and homework  
22          has become much more productive.  
23          ON SCREEN: Garth  
24          Zak and Zane's Dad  
25          Individual Result - your child may not be as  
26          The Record, Inc.   (301) 870-8025 - www.ftrinc.net - (800) 921-5555

For

1       successful

2               GARTH: Well, they're doing better in school.  
3 We just got their report cards, and we were shocked, all  
4 As and Bs. They've never had that before.

5               ON SCREEN: Zak and Zane

6               age 9                               www.ifocusSystem.com

7               CHILD: Every time we come home from school, we  
8 can do our math all by ourselves.

9               ON SCREEN: Garth

10              Zak and Zane's Dad       www.ifocusSystem.com

11              GARTH: And now, they come home and do their  
12 homework. It's -- you see the difference. You see the  
13 difference. One game, hmm, makes a difference.

14              FEMALE ANNOUNCER: Kids think they're just  
15 playing a game, but this game is so much more than just a  
16 game.

17              ON SCREEN: NEURON TECHNOLOGY

18              KEY NEURONS

19              Fire together

20              Wire together

21              FEMALE ANNOUNCER: It uses integrated neuro  
22 technology designed to get key neurons to fire together  
23 and then wire together.

24              ON SCREEN: Filter, Focus, Absorb, Remember

25              FEMALE ANNOUNCER: This creates pathways that

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1 helps kids to filter, focus, absorb and remember --

2 ON SCREEN: SPAN SEQUENCES

3 [www.ifocusSystem.com](http://www.ifocusSystem.com)

4 REMEMBER AND RECALL

5 FILTER DISTRACTIONS

6 IMPROVE COMPREHENSION

7 FEMALE ANNOUNCER: -- using span sequences

8 which ask players to remember complex information, even

9 while distracted. So, many kids who play Jungle Rangers

10 span games feel a jump in math and in reading

11 comprehension.

12 ON SCREEN: CONTINUOUS PERFORMANCE

13 [www.ifocusSystem.com](http://www.ifocusSystem.com)

14 PAY ATTENTION

15 LEARN PATIENCE

16 FOCUS

17 FEMALE ANNOUNCER: Continuous performance games

18 are all about paying attention and learning patience.

19 Research proves kids who play continuous performance

20 games are able to stay alert, be less distracted, and

21 really focus on what's going on around them.

22 ON SCREEN: N-BACK

23 [www.ifocusSystem.com](http://www.ifocusSystem.com)

24 HOLD INFORMATION

25 UPDATE INFORMATION

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1                   REMEMBER AND FOCUS

2                   FEMALE ANNOUNCER: And N-back requires players  
3 hold information and update that information. It's  
4 practice for real life, helping kids to think about what  
5 they've learned and to focus and remember what they need  
6 to do.

7                   And the game adapts as your child improves, and  
8 as a parent, you can track those improvements through the  
9 game's dashboard.

10                  ON SCREEN: PARENT'S DASHBOARD

11                  MONITOR PROGRESS

12                  FEMALE ANNOUNCER: You'll see at a glance how  
13 your child is progressing through the game, and best of  
14 all, you'll know ifocus is working because you'll see it  
15 working in your child's daily life.

16                  ON SCREEN: Marissa

17                  Chazz's Mom

18                  Individual Result - your child may not be as  
19 successful

20                  MARISSA: When he brings home his paperwork  
21 from school and they're As, they're 100 percents, 95  
22 percents versus the 65 percents.

23                  ON SCREEN: Chazz

24                  age 10                                   www.ifocusSystem.com

25                  CHAZZ: Yeah, I have better grades. I used to

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1 blurt out in class and now I don't do that as much  
2 anymore.

3 ON SCREEN: Marissa

4 Chazz's Mom [www.ifocusSystem.com](http://www.ifocusSystem.com)

5 MARISSA: I would have never in a million years  
6 thought that a video game, ifocus Jungle Rangers, would  
7 have been able to do that for us.

8 ON SCREEN: [www.ifocusSystem.com](http://www.ifocusSystem.com)

9 FEMALE ANNOUNCER: Parents and teachers notice  
10 a difference in attention, behavior and focus when kids  
11 use the ifocus system. But we wanted to see for  
12 ourselves, so we put ifocus to the real test, real kids  
13 at a real school.

14 ON SCREEN: JUNGLE RANGERS

15 NOT AVAILABLE AT SCHOOLS!

16 FEMALE ANNOUNCER: The ifocus Jungle Rangers  
17 game isn't available at schools, so elementary school  
18 principal Lori Jensen jumped at the opportunity to test  
19 it as part of her curriculum.

20 ON SCREEN: Lori Jensen

21 Principal, 30 years in education

22 [www.ifocusSystem.com](http://www.ifocusSystem.com)

23 LORI JENSEN: It fit into what we were trying  
24 to do with our students, engage them in the learning  
25 process, but also expand what their brains were going to

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1 be able to do.

2 FEMALE ANNOUNCER: The teachers were  
3 enthusiastic.

4 ON SCREEN: Jane Marshall  
5 Teacher www.ifocusSystem.com

6 JANE MARSHALL: And, actually, as educators,  
7 that's what we're trying to do. We're trying to create  
8 new pathways in the brain.

9 FEMALE ANNOUNCER: So, students played the  
10 ifocus Jungle Rangers game in computer lab and teachers  
11 noticed a difference in their classrooms.

12 JANE MARSHALL: A typical third grade class  
13 you're really working to keep them focused.

14 LORI JENSEN: She can tell a difference in  
15 their attention span in the classroom.

16 ON SCREEN: Lavonne Riggs  
17 Teacher www.ifocusSystem.com

18 LAVONNE RIGGS: I have seen a vast improvement.  
19 This class seems to be motivated and focused, and the  
20 only thing we're doing differently is Jungle Rangers.

21 JANE MARSHALL: I love finding ways to help the  
22 children learn and Jungle Rangers does play a part in  
23 helping the children learn how to focus and to retrieve  
24 information --

25 ON SCREEN: Jane Marshall For The Record, Inc.

26 (301) 870-8025 - www.ftrinc.net - (800) 921-5555

1 Teacher www.ifocusSystem.com

2 JANE MARSHALL: -- and they enjoy doing it, so  
3 half the battle's gone right there.

4 LAVONNE RIGGS: Pretty amazing.

5 FEMALE ANNOUNCER: With ifocus, your child can  
6 learn to focus so that your child can focus on learning  
7 to succeed in the classroom and beyond.

8 ON SCREEN: Lori Jensen

9 Principal, 30 years in education

10 www.ifocusSystem.com

11 LORI JENSEN: It will help them with their  
12 attention span and their focus.

13 ON SCREEN: ifocus

14 ON SCREEN: Garth

15 Zak and Zane's Dad

16 GARTH: This is one thing that I'm very glad my  
17 wife and I decided to do. I think it's been beneficial  
18 for our boys.

19 ON SCREEN: This is a paid advertisement for  
20 the ifocus System

21 GARTH: Thank you. That's about what I want to  
22 say. Thank you for ifocus.

23 ON SCREEN: ifocus

24 \$14.95 PLUS S&H

25 30 DAY TRIAL

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26 8025 - www.ftrinc.net - (800) 921-5555

1 EXCLUSIVE INTRODUCTORY OFFER  
2 Entire ifocus BRAIN TRAINING SYSTEM  
3 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

4 MALE ANNOUNCER: Now, through this  
5 extraordinary and exclusive introductory offer, you can  
6 get the entire ifocus Jungle Rangers Brain Training  
7 System --

8 ON SCREEN: ifocus  
9 \$14.95 PLUS S&H  
10 30 DAY TRIAL

11 EXCLUSIVE INTRODUCTORY OFFER  
12 INCLUDES JUNGLE RANGERS GAMES

13 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

14 MALE ANNOUNCER: -- including all nine Jungle  
15 Rangers games, and find out for yourself how effective it  
16 really is by simply trying it for a full 30 days for just  
17 \$14.95.

18 It comes with everything your child needs to  
19 succeed --

20 ON SCREEN: ifocus  
21 \$14.95 PLUS S&H  
22 30 DAY TRIAL

23 EXCLUSIVE INTRODUCTORY OFFER

24 JUNGLE RANGERS GAME CD Mac Windows

25 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

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2           Rangers game CD --  
3                   ON SCREEN:  ifocus  
4                   \$14.95  PLUS S&H  
5                   30 DAY TRIAL  
6                   EXCLUSIVE INTRODUCTORY OFFER  
7                   INCLUDING Parent Dashboard  
8                   CALL NOW                               www.ifocusSystem.com  
9                   MALE ANNOUNCER:  -- with a parent dashboard  
10           tracker for monitoring their time and progress --  
11                   ON SCREEN:  ifocus  
12                   \$14.95  PLUS S&H  
13                   30 DAY TRIAL  
14                   EXCLUSIVE INTRODUCTORY OFFER  
15                   Science Behind the Game AUDIO CD  
16                   CALL NOW                               www.ifocusSystem.com  
17                   MALE ANNOUNCER:  -- this in-depth parent audio  
18           CD that explains the science behind this groundbreaking  
19           program --  
20                   ON SCREEN:  ifocus  
21                   \$14.95  PLUS S&H  
22                   30 DAY TRIAL  
23                   EXCLUSIVE INTRODUCTORY OFFER  
24                   Focus on Behavior  HANDBOOK + AUDIO CD  
25                   CALL NOW                               www.ifocusSystem.com  
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1                   MALE ANNOUNCER:  -- plus this Focus on Behavior  
2 handbook and audio CD that helps both child and parent  
3 to understand and recognize good and bad behavioral  
4 patterns --

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9                   Plus Additional BONUS EXTRAS!

10                  CALL NOW   www.ifocusSystem.com

11                  MALE ANNOUNCER:  -- and even more bonus items,  
12 all yours included at no extra cost.

13                  ON SCREEN:  ifocus  
14                  \$14.95  PLUS S&H  
15                  30 DAY TRIAL  
16                  EXCLUSIVE INTRODUCTORY OFFER

17                  Entire ifocus BRAIN TRAINING SYSTEM

18                  CALL NOW   www.ifocusSystem.com

19                  MALE ANNOUNCER:  You get this entire system  
20 with everything you see here to simply try for a full  
21 month for just \$14.95.

22                  ON SCREEN:  ifocus  
23                  Guarantee less return shipping

24                  \$14.95  PLUS S&H

25                  30 DAY TRIAL

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1 EXCLUSIVE INTRODUCTORY OFFER

2 PARENT TO PARENT PROMISE

3 6 MONTH 100%

4 MONEY BACK GUARANTEE

5 Play JUNGLE RANGERS in your home!

6 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

7 MALE ANNOUNCER: And don't forget the

8 incredible parent to parent promise. If you order today,

9 ifocus will give you up to six months. Yes, six full

10 months to put the ifocus Jungle Rangers Brain Training

11 System to the test, or your money back.

12 ON SCREEN: ifocus

13 CALL in the next 10 MINUTES!

14 \$14.95 PLUS S&H

15 30 DAY TRIAL

16 EXCLUSIVE INTRODUCTORY OFFER

17 FREE SHIPPING & HANDLING

18 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

19 MALE ANNOUNCER: If you call and order in the

20 next ten minutes, we'll ship the entire system right to

21 your door for free. That's right, absolutely free

22 shipping and handling. But only if you call and order

23 right away.

24 ON SCREEN: CALL or Click

25 TO ORDER NOW!

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1           ifocus  
2           \$14.95 PLUS S&H  
3           30 DAY TRIAL  
4           EXCLUSIVE INTRODUCTORY OFFER  
5           NOT AVAILABLE AT SCHOOLS!  
6           CALL NOW                           www.ifocusSystem.com  
7           MALE ANNOUNCER: The ifocus Jungle Rangers  
8           Brain Training System for attention is not available in  
9           stores or schools. It's only available online or through  
10          this exclusive television offer.

11          ON SCREEN: ifocus  
12          \$14.95 PLUS S&H  
13          30 DAY TRIAL  
14          EXCLUSIVE INTRODUCTORY OFFER  
15          CALL NOW                           www.ifocusSystem.com  
16          MALE ANNOUNCER: So, make the commitment to  
17          help your child filter, focus, absorb and remember. Call  
18          now or click on ifocussystem.com.

19          ON SCREEN: CALL or Click  
20          TO ORDER NOW!

21          ifocus  
22          \$14.95 PLUS S&H  
23          30 DAY TRIAL  
24          EXCLUSIVE INTRODUCTORY OFFER

25          PARENT TO PARENT PROMISE                           For The Record, Inc.

26          (301) 870-8025 - www.ftrinc.net - (800) 921-5555

1                   6 MONTH 100%

2                   MONEY BACK GUARANTEE

3                   Guarantee less return shipping

4                   CALL NOW                                   www.ifocusSystem.com

5                   MALE ANNOUNCER: And, remember, with the ifocus

6 system, your child will achieve and succeed or your money

7 back. Call now.

8                   FEMALE ANNOUNCER: Isaac is a busy nine-year-

9 old and Isaac had trouble paying attention in school

10 until his mom discovered the ifocus System.

11                   ON SCREEN: www.ifocusSystem.com

12                   FEMALE ANNOUNCER: He started playing Jungle

13 Rangers and she learned easy ways to help him change his

14 behavior, to get organized and to get focused.

15                   ON SCREEN: Alitza

16                   Issac's Mom                                   www.ifocusSystem.com

17                   ALITZA: The teacher actually has told me that

18 this couple weeks, she's noticed big, big change.

19                   FEMALE ANNOUNCER: Now, instead of spending

20 hours on homework, Isaac is able to stay on task.

21                   ALITZA: Oh, my gosh, this game is amazing, 100

22 percent recommend it. And he likes that, he enjoys it,

23 and that's what makes me very happy.

24                   ON SCREEN: DEVELOPED BY

25                   Scientists   Educators   Parents                                   For The Record,

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1 FEMALE ANNOUNCER: Behind ifocus is a team of  
2 scientists, doctors, educators, child psychologists,  
3 award-winning game designers and parents. The result,  
4 something truly unique and remarkable that children love  
5 to play.

6 ON SCREEN: FIRST TIME PLAYERS! JUNGLE RANGERS

7 CHILD: I like Jungle Rangers.

8 CHILD: Very cool, awesome game.

9 CHILD: Pretty challenging.

10 CHILD: A little easy, a little hard.

11 CHILD: You have to memorize the pattern in  
12 order to go on to the next level.

13 CHILD: And you do all this fun stuff.

14 CHILD: I like Jungle Rangers.

15 ON SCREEN: [www.ifocusSystem.com](http://www.ifocusSystem.com)

16 JASON LEON: Well, we made it really  
17 approachable for them. You're going to become a Jungle  
18 Ranger.

19 GAME: Good day, I need your help.

20 ON SCREEN: Game Adapts

21 TO PLAYER!

22 JASON LEON: Each and every game is adaptive.

23 ON SCREEN: Jason Leon

24 ifocus Game Developer [www.ifocusSystem.com](http://www.ifocusSystem.com)

25 JASON LEON: So, it's actually designed to For

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1 scale up in difficulty so that it keeps your brain energy  
2 up as high as it possibly can.

3 ON SCREEN: Lori Jensen  
4 Principal, 30 years in education  
5 [www.ifocusSystem.com](http://www.ifocusSystem.com)

6 LORI JENSEN: Being able to use the Jungle  
7 Rangers and having the students actually learn how to  
8 think through a problem because they don't have those  
9 problem-solving skills, and Jungle Rangers has that  
10 problem-solving portion built in.

11 JASON LEON: That's one of the aspects that  
12 sets our game apart from other games is that it's  
13 constantly challenging you to get better.

14 MALE ANNOUNCER: The creators of the ifocus  
15 Jungle Rangers Brain Training System knew that the game  
16 had to be a --

17 ON SCREEN: INNOVATIVE COMBINATION!

18 PROVEN CHALLENGING  
19 Science Fun

20 [www.ifocusSystem.com](http://www.ifocusSystem.com)

21 MALE ANNOUNCER: -- careful balance of science  
22 and fun.

23 ON SCREEN: EFFECTIVE TOOL FOR

24 Parents & Kids

25 Patience For The Record, Inc. (301) 870-8025 -

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1 Forethought

2 Discipline

3 Self-Regulations

4 MALE ANNOUNCER: That balance makes it an  
5 effective tool for parents and an exciting way for kids  
6 to learn patience, forethought, and discipline, and also  
7 to self-regulate their emotions.

8 This is where brain specialist and ifocus  
9 scientific advisor Dr. Daniel Amen realized the huge  
10 positive potential of the Jungle Rangers' game.

11 ON SCREEN: Daniel Amen, M.D.

12 Brain Imaging Specialist [www.ifocusSystem.com](http://www.ifocusSystem.com)

13 DR. DANIEL AMEN: So, what we did is we did a  
14 very sophisticated neuropsychological assessment of a big  
15 group of kids before and then after they played the game.

16 ON SCREEN: EMOTION: +25%

17 Jackson age 11

18 Average Emotion Improvement 45% in 5 hours

19 DR. DANIEL AMEN: And it was actually very --

20 ON SCREEN: EMOTION: +29%

21 Zach age 11

22 Average Emotion Improvement 45% in 5 hours

23 DR. DANIEL AMEN: -- exciting to find in --

24 ON SCREEN: EMOTION: +350%

25 Isaac age 9

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1 Average Emotion Improvement 45% in 5 hours  
2 DR. DANIEL AMEN: -- areas of motion and --  
3 ON SCREEN: SELF REGULATION: +200%  
4 Anna age 10  
5 Average Self Regulation Improvement 30% in 5  
6 hours  
7 DR. DANIEL AMEN: -- self-regulation that --  
8 ON SCREEN: SELF REGULATION: +38%  
9 Tiffany age 11  
10 Average Self Regulation Improvement 30% in 5  
11 hours  
12 DR. DANIEL AMEN: -- their scores --  
13 ON SCREEN: SELF-REGULATION: +105%  
14 Chazz age 10  
15 Average Self-Regulation 30% in 5 hours  
16 DR. DANIEL AMEN: -- improved significantly.  
17 ON SCREEN: [www.ifocusSystem.com](http://www.ifocusSystem.com)  
18 DR. DANIEL AMEN: Self-regulation is really one  
19 of the secrets to long-term success.  
20 The brain is so interesting. It has many  
21 different abilities. So, the ability to regulate itself  
22 comes from the front part of your brain. It helps you  
23 with things like focus and forethought, judgment, impulse  
24 control. And it's very exciting. With ifocus, there, in  
25 fact, is evidence that it helps them especially in those  
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1 areas of self-regulation and emotion.

2 ON SCREEN: ifocus

3 FEMALE ANNOUNCER: Trista is a bubbly six-year-  
4 old who is very bright.

5 TRISTA: I'm a good reader. I'm a good -- I'm  
6 good at math, I'm good at almost everything in school but  
7 spelling. I'm not that good at spelling.

8 ON SCREEN: Taffie

9 Trista's Mom [www.ifocusSystem.com](http://www.ifocusSystem.com)

10 TAFFIE: Trista is very intelligent, but  
11 because she gets bored so easily, then she has a very  
12 difficult time focusing. Every parent-teacher  
13 conference, it's always, you know, she's a little  
14 chatterbox, we have a hard time keeping her in her seat.

15 FEMALE ANNOUNCER: That was before Trista  
16 starting playing the ifocus Jungle Rangers game.

17 TAFFIE: So, we went to this parent-teacher  
18 conference this last time and I said to her teacher, you  
19 know, how are things going? She said, I don't know what  
20 you're doing at home, but you need to keep it up because  
21 it's helping her.

22 FEMALE ANNOUNCER: Playing Jungle Rangers  
23 really has made a difference for Trista and she knows  
24 exactly why.

25 ON SCREEN: Trista For The Record, Inc. (301)

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1           ON SCREEN:  Garth

2           Zak and Zane's Dad

3           GARTH:  The fact that he came home and wanted  
4  to do his homework.

5           ON SCREEN:  Marissa

6           Chazz's Mom

7           MARISSA:  When I come home from work, his  
8  chores are done.

9           ON SCREEN:  Adell

10          Tiffany's Mom

11          ADELL:  I definitely would recommend it.

12          ON SCREEN:  Forrester

13          age 10

14          FORRESTER:  The best thing about Jungle Rangers  
15  is everything.

16          ON SCREEN:  JUNGLE RANGERS

17          BRAIN TRAINING SYSTEM

18          for Attention!

19          MALE ANNOUNCER:  Introducing the ifocus Jungle  
20  Rangers Brain Training System.

21          ON SCREEN:  JUNGLE RANGERS

22          MALE ANNOUNCER:  What looks like just a video  
23  game is actually a --

24          ON SCREEN:  Sophisticated

25          BRAIN TRAINING TOOL

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1           MALE ANNOUNCER: -- sophisticated and highly  
2 developed state-of-the-art brain training tool, designed  
3 as a series of --

4           ON SCREEN: 9 COMPUTER GAME  
5           Adventures

6           MALE ANNOUNCER: -- nine fun, exciting and  
7 challenging computer game adventures.

8           ON SCREEN: EVERYONE E CONTENT RATED BY ESRB  
9           JUNGLE RANGERS  
10          AVAILABLE FOR Windows Mac

11          MALE ANNOUNCER: Rated E for everyone and  
12 available for both PC and Mac, the ifocus Jungle Rangers  
13 game is unlike any educational game you've ever seen,  
14 because hidden within every level of the nine innovative  
15 ifocus Jungle Rangers games are --

16          ON SCREEN: Scientifically Proven  
17          BRAIN TRAINING EXERCISES

18          MALE ANNOUNCER: -- scientifically proven  
19 memory and attention brain training exercises, designed  
20 to improve --

21          ON SCREEN: Focus  
22          Concentration  
23          Memory

24          MALE ANNOUNCER: -- focus, concentration and  
25 memory --   For The Record, Inc. (301) 870-8025 -  
26 [www.ftrinc.net](http://www.ftrinc.net) - (800) 921-5555

1           ON SCREEN: Stimulate, Strengthen  
2           CONNECTIONS

3           MALE ANNOUNCER: -- strengthening important  
4 neuron connections --

5           ON SCREEN: SPAN SEQUENCES

6           REMEMBER AND RECALL

7           FILTER DISTRACTIONS

8           IMPROVE COMPREHENSION

9           MALE ANNOUNCER: -- like these span sequences  
10 which ask players to remember complex information, even  
11 while distracted. So, many kids who play Jungle Rangers  
12 span games feel a jump in math and reading comprehension.

13          ON SCREEN: CONTINUOUS PERFORMANCE

14          PAY ATTENTION

15          LEARN PATIENCE

16          FOCUS

17          MALE ANNOUNCER: Continuous performance games  
18 are all about paying attention and learning patience.  
19 Research proves kids who play continuous performance  
20 games are able to stay alert, be less distracted and  
21 really focus on what's going on around them.

22          ON SCREEN: N-BACK

23          HOLD INFORMATION

24          UPDATE INFORMATION

25          REMEMBER AND FOCUS

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1           MALE ANNOUNCER: And N-Back requires players to  
2 hold information and update that information. It's  
3 practice for real life, helping kids to think about what  
4 they've learned and to focus and remember what they need  
5 to do.

6           ON SCREEN: INNOVATIVE

7           COMBINATION!

8           PROVEN                   CHALLENGING

9           Science                   Fun

10          MALE ANNOUNCER: It's this innovative  
11 groundbreaking combination of proven science and  
12 increasingly challenging fun that has kids hooked from  
13 the very first time they play.

14          ON SCREEN: FIRST TIME PLAYERS! JUNGLE RANGERS

15          CHILD: It was really fun.

16          CHILD: It was challenging, but then I would  
17 really want to play it again.

18          CHILD: It's like a puzzle.

19          CHILD: It's fun.

20          CHILD: It's just an awesome game.

21          MALE ANNOUNCER: While kids enjoy the games,  
22 parents will love the dashboard tracking system.

23          ON SCREEN: PARENT

24                                   DASHBOARD

25          MALE ANNOUNCER: This exclusive feature records

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1 your child's progress and reveals how they're improving  
2 in key cognitive areas like sequencing, performance and  
3 memory.

4 ON SCREEN: Taffie

5 Trista's Mom

6 TAFFIE: Well, the dashboard explains to the  
7 parent how much time they have spent in what -- in which  
8 areas.

9 ON SCREEN: Jennifer

10 Kaida's Mom

11 JENNIFER: It helps you be able to track what  
12 he's doing, his progress.

13 TAFFIE: And it tells you exactly what part of  
14 the game they've been playing and for how long.

15 ON SCREEN: ifocus

16 \$14.95 PLUS S&H

17 30 DAY TRIAL

18 EXCLUSIVE INTRODUCTORY OFFER

19 Entire ifocus BRAIN TRAINING SYSTEM

20 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

21 MALE ANNOUNCER: Now, through this  
22 extraordinary and exclusive introductory offer, you can  
23 get the entire ifocus Jungle Rangers Brain Training  
24 System --

25 ON SCREEN: ifocus For The Record, Inc. (301)

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2                   30 DAY TRIAL  
3                   EXCLUSIVE INTRODUCTORY OFFER  
4                   INCLUDES JUNGLE RANGERS GAMES  
5                   CALL NOW                               www.ifocusSystem.com  
6                   MALE ANNOUNCER: -- including all nine Jungle  
7 Rangers games, and find out for yourself how effective it  
8 really is by simply trying it for a full 30 days for just  
9 \$14.95.  
10                   It comes with everything your child needs to  
11 succeed --  
12                   ON SCREEN: ifocus  
13                   \$14.95 PLUS S&H  
14                   30 DAY TRIAL  
15                   EXCLUSIVE INTRODUCTORY OFFER  
16                   JUNGLE RANGERS GAME CD    Mac    Windows  
17                   CALL NOW                               www.ifocusSystem.com  
18                   MALE ANNOUNCER: -- including the Jungle  
19 Rangers game CD --  
20                   ON SCREEN: ifocus  
21                   \$14.95 PLUS S&H  
22                   30 DAY TRIAL  
23                   EXCLUSIVE INTRODUCTORY OFFER  
24                   INCLUDING Parent Dashboard  
25                   CALL NOW                               www.ifocusSystem.com  
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1 MALE ANNOUNCER: -- with a parent dashboard  
2 tracker for monitoring their time and progress --

3 ON SCREEN: ifocus

4 \$14.95 PLUS S&H

5 30 DAY TRIAL

6 EXCLUSIVE INTRODUCTORY OFFER

7 Science Behind the Game AUDIO CD

8 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

9 MALE ANNOUNCER: -- this in-depth parent audio  
10 CD that explains the science behind this groundbreaking  
11 program --

12 ON SCREEN: ifocus

13 \$14.95 PLUS S&H

14 30 DAY TRIAL

15 EXCLUSIVE INTRODUCTORY OFFER

16 Focus on Behavior HANDBOOK + AUDIO CD

17 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

18 MALE ANNOUNCER: -- plus this Focus on Behavior  
19 handbook and audio CD that helps both child and parent  
20 to understand and recognize good and bad behavioral  
21 patterns --

22 ON SCREEN: ifocus

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3 MALE ANNOUNCER: -- and even more bonus items,  
4 all yours included at no extra cost.

5 ON SCREEN: ifocus

6 \$14.95 PLUS S&H

7 30 DAY TRIAL

8 EXCLUSIVE INTRODUCTORY OFFER

9 Entire ifocus BRAIN TRAINING SYSTEM

10 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

11 MALE ANNOUNCER: You get this entire system  
12 with everything you see here to simply try for a full  
13 month for just \$14.95.

14 But listen to this, the creators at Focus  
15 Education, who are also concerned parents, are so  
16 confident that you and your child will absolutely fall in  
17 love with this amazing system that they're offering an  
18 unheard of parent to parent promise.

19 ON SCREEN: ifocus

20 Guarantee less return shipping

21 \$14.95 PLUS S&H

22 30 DAY TRIAL

23 EXCLUSIVE INTRODUCTORY OFFER

24 PARENT TO PARENT PROMISE

25 6 MONTH 100% For The Record, Inc. (301) 870-

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1 MONEY BACK GUARANTEE

2 Play JUNGLE RANGERS in your home!

3 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

4 MALE ANNOUNCER: If you order today, ifocus  
5 will give you up to six months -- yes, six full months to  
6 put the ifocus Jungle Rangers Brain Training System to  
7 the test and truly discover its ultimate potential for  
8 you and your child, or your money back.

9 UNIDENTIFIED FEMALE: I'm happy to have a tool  
10 that helps my daughter focus and helps her to do better  
11 in school.

12 UNIDENTIFIED FEMALE: The game has -- is  
13 teaching my boys how to focus and how to filter out  
14 distractions.

15 ON SCREEN: CALL in the next 6 minutes!

16 ifocus

17 \$14.95 PLUS S&H

18 30 DAY TRIAL

19 EXCLUSIVE INTRODUCTORY OFFER

20 FREE SHIPPING & HANDLING

21 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

22 MALE ANNOUNCER: And it gets even better. Call  
23 and order in the next 6 minutes and we'll ship this total  
24 and complete breakthrough system, with all the extras and  
25 included bonus items right to your door for free. That's

26 For The Record, Inc. (301) 870-8025 - [www.ftrinc.net](http://www.ftrinc.net) - (800) 921-5555

1 right, absolutely free shipping and handling, but only if  
2 you call and order right away.

3 UNIDENTIFIED FEMALE: I would say that it's a  
4 game that gives you results.

5 ON SCREEN: Product information shown above  
6 Individual result - your child may not be as  
7 successful

8 UNIDENTIFIED MALE: Well, they're doing better  
9 in school. We just got their report cards and we were  
10 shocked, all As and Bs.

11 UNIDENTIFIED FEMALE: And this was the first  
12 time -- well, he got all As and one A minus.

13 MALE ANNOUNCER: The ifocus Jungle Rangers  
14 Brain Training System for attention is not available in  
15 stores or schools.

16 ON SCREEN: CALL or Click

17 TO ORDER NOW!

18 ifocus

19 \$14.95 PLUS S&H

20 30 DAY TRIAL

21 EXCLUSIVE INTRODUCTORY OFFER

22 NOT AVAILABLE AT SCHOOLS!

23 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

24 MALE ANNOUNCER: It's only available online or

25 through this exclusive television offer. So, make the

26 The Record, Inc. (301) 870-8025 - [www.ftrinc.net](http://www.ftrinc.net) - (800) 921-5555

For

1 commitment to help your child filter, focus, absorb and  
2 remember. Call now or click on ifocusSystem.com.

3 ON SCREEN: ifocus

4 \$14.95 PLUS S&H

5 30 DAY TRIAL

6 EXCLUSIVE INTRODUCTORY OFFER

7 PARENT TO PARENT PROMISE

8 6 MONTH 100%

9 MONEY BACK GUARANTEE

10 Guarantee less return shipping

11 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

12 MALE ANNOUNCER: And, remember, with the ifocus  
13 system, your child will achieve and succeed or your money  
14 back. Call now.

15 UNIDENTIFIED FEMALE: 100 percent recommend it.

16 ON SCREEN: CALL or Click

17 TO ORDER NOW!

18 ifocus

19 \$14.95 PLUS S&H

20 30 DAY TRIAL

21 EXCLUSIVE INTRODUCTORY OFFER

22 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

23 MALE ANNOUNCER: The preceding has been a paid  
24 presentation for the ifocus Jungle Rangers Brain Training  
25 System, brought to you by Focus Education. For The Record,

26 Inc. (301) 870-8025 - [www.ftrinc.net](http://www.ftrinc.net) - (800) 921-5555

1                   ON SCREEN: ifocus

2                   The preceding was a paid presentation for the  
3 ifocus Jungle Rangers Brain Training System brought to  
4 you by Focus Education

5                   (The recording was concluded.)

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25                                   For The Record, Inc.   (301) 870-8025 - [www.ftrinc.net](http://www.ftrinc.net) -

26 (800) 921-5555

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

2

3       MATTER NUMBER: 1223153

4       CASE TITLE: IFOCUS EDUCATION, LLC

5       TAPING DATE: JUNE 18, 2012

6       TRANSCRIPTION DATE: NOVEMBER 12, 2013

7

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

12

13   DATED: NOVEMBER 12, 2013

14

15

16   ELIZABETH M. FARRELL

17

18           C E R T I F I C A T I O N   O F   P R O O F R E A D E R

19

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

23

24

25   SARA J. VANCE   For The

26      Record, Inc.   (301) 870-8025 - www.ftrinc.net - (800) 921-5555

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OFFICIAL TRANSCRIPT PROCEEDING  
FEDERAL TRADE COMMISSION

MATTER NO. 1223153  
TITLE iFOCUS EDUCATION, LLC  
DATE RECORDED: NOVEMBER 21, 2012  
TRANSCRIBED: NOVEMBER 13, 2013  
PAGES 1 THROUGH 62

JUNGLE RANGERS BRAIN TRAINING SYSTEM  
IFOCUS EDUCATION  
INFOMERCIAL (IFV7)

For The Record, Inc.

(301) 870-8025 - [www.ftrinc.net](http://www.ftrinc.net) - (800) 921-5555

FEDERAL TRADE COMMISSION

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Jungle Rangers Infomercial

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In the Matter of: )  
iFocus Education, LLC ) Matter No. 1223153  
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November 21, 2012

The following transcript was produced from a  
CD-Rom provided to For The Record, Inc. on October 24,  
2013.

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

2                                    -       -       -       -       -

3                    ON SCREEN:   Product:   ifocus System

4                    Company:   ifocus education

5                    Title:   Focus Education IFV #7

6                    TRT:   28:30

7                    ISCI:   FEIF 0107

8                    Agency:   Script to Screen

9                    Date:   12/21/12

10                   Audio:   1 & 2 Stereo Mix

11                   ON SCREEN:   ifocus

12                   The following is a paid presentation for the  
13 ifocus Jungle Rangers Brain Training System brought to  
14 you by Focus Education

15                   MALE ANNOUNCER:   The following is a paid  
16 presentation for the iFocus Jungle Rangers Brain Training  
17 System, brought to you by Focus Education.

18                   MALE ANNOUNCER:   As a parent, you know it, a  
19 confident child is a successful child and a successful  
20 child is a happy child.   It's a critical domino that  
21 begins early in their lives with the ability to focus,  
22 and the ability to focus in class today can help your  
23 children succeed in life tomorrow.

24                   ON SCREEN:   focus today means success tomorrow

25                   MALE ANNOUNCER:   But teachers say these days,

1 more and more kids have a tough time paying attention in  
2 class.

3 ON SCREEN: Lori Jensen  
4 Principal, 30 years in education

5 LORI JENSEN: I've been in education for almost  
6 30 years and I have noticed that students are more  
7 distracted today than when I first started in education.

8 ON SCREEN: Jane Marshall  
9 Teacher

10 JANE MARSHALL: Many distractions inside the  
11 classroom, many distractions in life. We need to teach  
12 the children how to focus. I don't think it's -- it can  
13 be done on command. I don't think you can tell children  
14 focus now. I think they need to train their brain so  
15 their brain knows what it feels like to focus.

16 MALE ANNOUNCER: What if there was a way to  
17 train your child's brain so he or she did know what it  
18 feels like --

19 ON SCREEN: Focus Succeed

20 MALE ANNOUNCER: -- to focus and succeed?

21 ON SCREEN: Fun Easy Effortless

22 MALE ANNOUNCER: And what if it was done in a  
23 way that was fun, easy and effortless on your part? What  
24 if we told you that just by playing this computer game,  
25 your child could build up brain power --

1           ON SCREEN: Focus

2           Concentration

3           Memory

4           Incredible NEW GAME!

5           MALE ANNOUNCER: -- learn to focus, improve  
6 concentration and memory? Because this is no ordinary  
7 game.

8           ON SCREEN: Scientifically Based

9           BRAIN TRAINING EXERCISES

10          CHALLENGING Fun

11          MALE ANNOUNCER: It's actually a series of  
12 scientifically based brain training exercises hidden  
13 within challenging fun games.

14          ON SCREEN: Julie

15          Zach's Mom

16          JULIE: My kids love to play video games and  
17 this is a great way to strengthen their brain.

18          ON SCREEN: Taffie

19          Trista's Mom

20          TAFFIE: And it settles them in and it helps  
21 them to learn to focus.

22          ON SCREEN: Denise

23          Seth's mother

24          Individual Result - your child may not be as  
25 successful

1 DENISE: He says, Mom, I can focus in class.

2 MALE ANNOUNCER: Introducing the iFocus Jungle

3 Rangers --

4 ON SCREEN: BRAIN TRAINING SYSTEM!

5 MALE ANNOUNCER: -- Brain Training System --

6 ON SCREEN: JUNGLE RANGERS

7 EVERYONE E CONTENT RATED BY ESRB

8 Ages 6-12

9 MALE ANNOUNCER: -- rated E for everyone, and  
10 created especially for children aged 6 to 12.

11 ON SCREEN: Innovative Combination

12 Science Fun

13 MALE ANNOUNCER: Jungle Rangers is an amazing,  
14 innovative combination of science and fun that can make a  
15 big difference for your child at home and in the  
16 classroom.

17 ON SCREEN: Lori Jensen

18 Principal, 30 years in education

19 LORI JENSEN: It will help them with their  
20 attention span and their focus.

21 MALE ANNOUNCER: Kids think they're just  
22 playing a fun and easy game, but hidden within each level  
23 of the --

24 ON SCREEN: 9 ADVANCING Games

25 MALE ANNOUNCER: -- nine innovative ifocus

1 Jungle Rangers game is cutting edge science --

2 ON SCREEN: Scientifically Proven

3 BRAIN TRAINING EXERCISES

4 MALE ANNOUNCER: -- proven memory and attention  
5 brain training exercises, every one of them designed to  
6 help improve your --

7 ON SCREEN: Concentration

8 Memory

9 MALE ANNOUNCER: -- child's concentration and  
10 memory.

11 ON SCREEN: IMPROVEMENT

12 Thinking +93%

13 Self-Regulation +38%

14 Average Thinking Improvement 24% in 5 hours.

15 Average Self-Regulation Improvement 30% in 5  
16 hours.

17 Tiffany

18 age 11

19 TIFFANY: When I got that game, I started doing  
20 really, really good in school.

21 ON SCREEN: IMPROVEMENT

22 Sustained Attention +33%

23 Thinking +95%

24 Average Sustained Attention Improvement 14% in  
25 5 hours.

1 Average Thinking Improvement 14% in 5 hours.  
2 Forrester  
3 age 10  
4 FORRESTER: I pay attention to my teacher a lot  
5 more.  
6 ON SCREEN: IMPROVEMENT  
7 Self-Regulation +105%  
8 Feeling +44%  
9 Average Self-Regulation Improvement 30% in 5  
10 hours.  
11 Average Feeling Improvement 36% in 5 hours.  
12 Chazz  
13 age 10  
14 CHAZZ: I have better grades.  
15 ON SCREEN: Jackson  
16 age 11 Individual result - your child may not  
17 be as successful  
18 JACKSON: I've been getting a lot more 100  
19 percents.  
20 MALE ANNOUNCER: Based on years of --  
21 ON SCREEN: ADVANCED BRAIN RESEARCH  
22 MALE ANNOUNCER: -- advanced scientific and  
23 pediatric neuro brain research, each level of the Jungle  
24 Rangers game is designed to --  
25 ON SCREEN: Stimulate, Strengthen

1 CONNECTIONS

2 MALE ANNOUNCER: -- stimulate and strengthen  
3 neuron connections in the brain, using proven visual and  
4 auditory --

5 ON SCREEN: BRAIN TRAINING Exercises

6 MALE ANNOUNCER: -- brain training exercises  
7 imbedded within the game itself. It's this innovative  
8 groundbreaking combination of proven science and  
9 challenging fun that has kids hooked from the very first  
10 time they play.

11 ON SCREEN: FIRST TIME PLAYERS! JUNGLE RANGERS

12 CHILD: It was really fun.

13 CHILD: It's like a puzzle.

14 CHILD: It's fun.

15 CHILD: It's just an awesome game.

16 MALE ANNOUNCER: The ifocus Jungle Rangers game  
17 features the same series of --

18 ON SCREEN: Neuropsychologists

19 Therapists

20 Scientists

21 BRAIN TRAINING EXERCISES

22 JUNGLE RANGERS

23 MALE ANNOUNCER: -- proven brain training  
24 techniques used for years by neuropsychologists,  
25 therapists and scientists.

1                   ON SCREEN: Strengthens FOCUSING MUSCLE!

2                   MALE ANNOUNCER: They help children to  
3 strengthen their memory and attention muscles, so playing  
4 Jungle Rangers can give you child results that can be  
5 astounding.

6                   ON SCREEN: Jennifer  
7                   Kaida's Mom

8                   JENNIFER: I really didn't expect to see that  
9 big of a change that quickly.

10                  ON SCREEN: Susan  
11                  Forrester's Mom

12                  Individual Result - your child may not be as  
13 successful

14                  SUSAN: It worked for our family. In two  
15 weeks' time, we noticed.

16                  ON SCREEN: Marissa  
17                  Chazz's Mom

18                  MARISSA: Ifocus gave me the tools to help my  
19 child do better in school.

20                  ON SCREEN: Focus Succeed

21                  MALE ANNOUNCER: The ifocus Jungle Rangers game  
22 can help kids to focus and succeed, to reach their full  
23 potential in school and at home.

24                  This is Dr. Daniel Amen. He's an expert who's  
25 written dozens of books about how the brain works.

1 Ifocus scientific advisor, Dr. Amen, studied kids who  
2 played ifocus Jungle Rangers and what he discovered was  
3 amazing.

4 ON SCREEN: Daniel Amen, M.D.

5 ifocus Scientific Advisor

6 DR. DANIEL AMEN: So, what we did is we did a  
7 very sophisticated neuropsychological assessment of a big  
8 group of kids before and then after they played the game.

9 ON SCREEN: EMOTION: +25%

10 Jackson age 11

11 Average Emotional Improvement 28% in 5 hours

12 DR. DANIEL AMEN: And it was actually --

13 ON SCREEN: EMOTION: +29%

14 Zach age 11

15 Average Emotional Improvement 28% in 5 hours

16 DR. DANIEL AMEN: -- very exciting to find in  
17 the areas of --

18 ON SCREEN: EMOTION: +350%

19 Isaac age 9

20 Average Emotional Improvement 28% in 5 hours

21 DR. DANIEL AMEN: -- emotion and --

22 ON SCREEN: SELF REGULATION: +25%

23 Anna age 10

24 Average Self Regulation Improvement 12% in 5

25 hours

1 DR. DANIEL AMEN: -- self-regulation that --

2 ON SCREEN: SELF REGULATION: +38%

3 Tiffany age 11

4 Average Self Regulation Improvement 12% in 5

5 hours

6 DR. DANIEL AMEN: -- their scores --

7 ON SCREEN: SELF REGULATION: +105%

8 Chazz age 10

9 Average Self Regulation Improvement 12% in 5

10 hours

11 DR. DANIEL AMEN: -- improved significantly.

12 ON SCREEN: Daniel Amen, M.D.

13 Self Regulation Secret to Success

14 ON SCREEN: Daniel Amen, M.D.

15 Self Regulation Secret to Success

16 DR. DANIEL AMEN: Self-regulation is really one

17 of the secrets to long-term success.

18 The brain is so interesting. It has many

19 different abilities. So, the ability to regulate itself

20 comes from the front part of your brain.

21 ON SCREEN: Focus

22 Forethought

23 Judgement

24 Impulse Control

25 DR. DANIEL AMEN: It helps you with things like

1 focus and forethought, judgment, impulse control.

2 ON SCREEN: Daniel Amen, M.D.

3 Evidence ifocus Helps Self Regulation

4 DR. DANIEL AMEN: And it's very exciting. With  
5 ifocus, there, in fact, is evidence that it helps them,  
6 especially in those areas of self-regulation and emotion.

7 ON SCREEN: Marissa

8 Chazz's Mom

9 MARISSA: It's helped a lot at the house even,  
10 not just at school. His behavior with his chores,  
11 helping out.

12 ON SCREEN: Colleen

13 Michael and Nelson's mom

14 COLLEEN: I see a lot more focus, a lot more  
15 motivation.

16 ON SCREEN: Kristin

17 Anna's Mom

18 KRISTIN: She seems to be trying harder to want  
19 to do what I ask.

20 ON SCREEN: Julie

21 Zach's Mom

22 JULIE: This is a great way to strengthen their  
23 brain, which is their biggest asset in life.

24 ON SCREEN: Jane Marshall

25 Teacher

1           JANE MARSHALL: And, actually, as educators,  
2           that's what we're trying to do. We're trying to create  
3           new pathways in the brain. Oftentimes, the same pathways  
4           are just used over and over again. The more we can  
5           create, the better thinker they're going to be.

6           ON SCREEN: Daniel Amen, M.D.

7           Author, 28 books on the brain

8           DR. DANIEL AMEN: Which is what's good for the  
9           brain, is when you do things you're not good at, but you  
10          persist at it and you build skill, you're building new  
11          connections in the brain, and that's a very exciting  
12          thing.

13          MALE ANNOUNCER: Exciting for parents who  
14          finally have an --

15          ON SCREEN: Effective

16          EASY TO USE

17          MALE ANNOUNCER: -- effective, easy-to-use tool  
18          that can help their children --

19          ON SCREEN: Focus      Succeed

20          MALE ANNOUNCER: -- to focus and succeed and  
21          exciting for kids who don't care about the science, but  
22          do care about the fun --

23          ON SCREEN: Fun

24          GAME!

25          MALE ANNOUNCER: -- and that's where the talent

1 and expertise of --

2 ON SCREEN: Award winning ifocus Game Designer

3 MALE ANNOUNCER: -- award-winning game designer

4 Jason Leon made all the difference, creating this  
5 innovative blend of science and fun.

6 ON SCREEN: Jason Leon

7 ifocus Game Developer

8 JASON LEON: Well, we made it really  
9 approachable for them. You're going to become a jungle  
10 ranger.

11 ON SCREEN: JUNGLE RANGER

12 GAME: Good day, I need your help.

13 ON SCREEN: Game Adapts

14 TO PLAYER!

15 JASON LEON: Each and every game is adaptive,  
16 so it's actually designed to scale up in difficulty so  
17 that it keeps your brain energy up as high as it possibly  
18 can.

19 CHILD: Pretty challenging.

20 CHILD: A little easy, a little hard.

21 ON SCREEN: Jason Leon

22 Constantly Challenges you to Improve

23 JASON LEON: That's one of the aspects that  
24 sets our game apart from other games is that it's  
25 constantly challenging you to get better.

1           GAME: Now, this one's a little tricky. You're  
2 going to have to jump on the stumps in the reverse order  
3 from how I do it.

4           CHILD: You have to memorize a pattern in order  
5 to go on to the next level.

6           CHILD: And you do all this fun stuff.

7           ON SCREEN: Jason Leon  
8 ifocus Game Developer

9           JASON LEON: We worked directly with a neuro  
10 therapist that would tell us what was supposed to be in  
11 and why it was supposed to be in. Oftentimes, when folks  
12 try and mix these two worlds, they forget that you've got  
13 to make it fun first. So, it was kind of this  
14 convergence of science and fun.

15           ON SCREEN: Science:

16           BRAIN TRAINING TECHNIQUES

17           MALE ANNOUNCER: The science is using effective  
18 brain training techniques and --

19           ON SCREEN: Fun:

20           EASY GAME!

21           MALE ANNOUNCER: -- the fun is the Jungle  
22 Rangers adventure.

23           ON SCREEN: 9 ADVANCING

24           Games

25           MALE ANNOUNCER: Players advance through nine

1 games --

2 ON SCREEN: 3 DIFFERENT

3 Worlds

4 MALE ANNOUNCER: -- in three different worlds,

5 all of which include exercises designed to improve

6 focus --

7 ON SCREEN: GAMES IMPROVE

8 Focus, Concentration, Memory

9 MALE ANNOUNCER: -- concentration and memory --

10 ON SCREEN: SPAN SEQUENCES

11 REMEMBER AND RECALL

12 FILTER DISTRACTIONS

13 IMPROVE COMPREHENSION

14 MALE ANNOUNCER: -- like these span sequences

15 which ask players to remember complex information, even

16 while distracted, which is so important for kids

17 in math and reading comprehension.

18 ON SCREEN: CONTINUOUS PERFORMANCE

19 PAY ATTENTION

20 LEARN PATIENCE

21 FOCUS

22 MALE ANNOUNCER: Continuous performance games

23 are all about paying attention and learning patience.

24 Research shows kids learn to stay alert and to really

25 focus on what's going on, even at times when they'd

1 normally zone out.

2 ON SCREEN: N-BACK

3 HOLD INFORMATION

4 UPDATE INFORMATION

5 REMEMBER AND FOCUS

6 MALE ANNOUNCER: And N-Back requires players to  
7 hold information and to update that information. Adding  
8 new levels of difficulty is practice for real life,  
9 helping kids to focus and remember what they need to do.

10 Bottom line, kids who play Jungle Rangers work  
11 their memory and attention muscles, strengthen their  
12 focus.

13 ON SCREEN: Strengthens

14 THEIR FOCUS

15 MALE ANNOUNCER: You'll see the difference.

16 ON SCREEN: Marissa

17 Chazz's Mom

18 Individual Result - your child may not be as  
19 successful

20 MARISSA: When he brings home his paperwork  
21 from school and they're As, they're 100 percents, 95  
22 percents versus the 65 percents.

23 ON SCREEN: Chazz

24 age 10

25 CHAZZ: I have better grades. I used to blurt

1 out in class and now I don't do that as much anymore.

2 MARISSA: I would have never in a million years  
3 thought that a video game --

4 ON SCREEN: This is a paid advertisement for  
5 the ifocus System.

6 MARISSA: -- ifocus Jungle Rangers, would have  
7 been able to do that for us.

8 ON SCREEN: ifocus

9 ON SCREEN: Jackson age 11 THINKING: +105%  
10 Average Thinking Improvement 4% in 5 hours

11 Anna age 10 SELF REGULATION: +200%  
12 Average Self Regulation Improvement 12% in 5

13 hours

14 Zach age 11 SUSTAINED ATTENTION: +250%  
15 Average Sustained Attention Improvement 14% in

16 5 hours

17 Chazz age 10 SELF REGULATION: +105%  
18 Average Self Regulation Improvement 12% in 5

19 hours

20 Isaac age 9 EMOTION: +305%  
21 Average Emotional Improvement 28% in 5 hours

22 Tiffany age 11 EMOTION: +75%  
23 Average Emotional Improvement 8% in 5 hours

24 Forrester age 10 THINKING: +95%  
25 Average Thinking Improvement 4% in 5 hours

1           FEMALE ANNOUNCER: Seeing the difference Jungle  
2 Rangers makes for children and parents is what motivates  
3 ifocus found John Able.

4           ON SCREEN: John Able  
5 Parent, ifocus Founder

6           JOHN ABLE: I've been driven completely by the  
7 thought that I'd help kids.

8           FEMALE ANNOUNCER: John has six children of his  
9 own, so parent to parent he knows how difficult it can be  
10 to help a child who's struggling.

11          ON SCREEN: John Able  
12 Parent, ifocus Founder

13          JOHN ABLE: I learned through trial and error  
14 and 31 years of parenting, I call them -- I call them  
15 arrows in your quiver or tools in your toolbox. The more  
16 tools you have, the better parenting you can do.

17          ON SCREEN: Powerful BRAIN TRAINING

18          FEMALE ANNOUNCER: John knows the ifocus Jungle  
19 Rangers game can give you a powerful new parenting tool,  
20 one that can help your children to --

21          ON SCREEN: Focus Succeed

22          FEMALE ANNOUNCER: -- focus and succeed.

23          ON SCREEN: Julie

24 Zach's Mom

25 JULIE: The game has -- is teaching my boys how

1 to focus and how to filter our distractions.

2 ON SCREEN: Colleen

3 Michael and Nelson's Mom

4 COLLEEN: To have a product like this is  
5 exciting for me.

6 ON SCREEN: Connie

7 Jacquelyn's Mom

8 CONNIE: And this was so easy, too. It was  
9 just, you know, let them go play and they enjoyed it.  
10 So, it was a good thing.

11 MALE ANNOUNCER: It's a good thing that just  
12 got better. Now, you can experience the same innovative  
13 game thousands of families all over the country have  
14 already discovered with the ifocus system, because ifocus  
15 is giving you an unheard of promise, a parent to parent  
16 guarantee that gives you up to six months to use Jungle  
17 Rangers in your home.

18 ON SCREEN: PARENT TO PARENT PROMISE

19 6 MONTHS

20 100% MONEY BACK GUARANTEE

21 IMPROVE:

22 FOCUS

23 ATTENTION

24 MEMORY

25 SCHOOL WORK

1 SELF ESTEEM

2 MALE ANNOUNCER: Yes, six full months to put  
3 the ifocus Jungle Rangers brain training system to the  
4 test and truly discover its ultimate potential for you  
5 and your child or your money back.

6 JOHN ABLE: That's the kind of company we are.  
7 We're a human company, very human.

8 ON SCREEN: John Able  
9 Parent, ifocus Founder

10 JOHN ABLE: The fact that children's lives are  
11 changed is important to me.

12 ON SCREEN: ifocus

13 \$14.95 PLUS S&H

14 30 DAY TRIAL

15 EXCLUSIVE TV OFFER

16 Entire ifocus BRAIN TRAINING SYSTEM

17 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

18 MALE ANNOUNCER: Right now, through this  
19 extraordinary and exclusive offer, you can get the entire  
20 ifocus Jungle Rangers brain training system --

21 ON SCREEN: ifocus

22 \$14.95 PLUS S&H

23 30 DAY TRIAL

24 EXCLUSIVE TV OFFER

25 INCLUDES JUNGLE RANGERS GAMES

1                   CALL NOW                                   www.ifocusSystem.com

2                   MALE ANNOUNCER:  -- including all nine Jungle  
3 Rangers games, and find out for yourself how effective it  
4 really is by simply trying it for a full 30 days for just  
5 \$14.95.

6                   ON SCREEN:  CALL or Click TO ORDER NOW!

7                   ifocus

8                   \$14.95  PLUS S&H

9                   30 DAY TRIAL

10                  EXCLUSIVE TV OFFER

11                  CALL NOW                                   www.ifocusSystem.com

12                  MALE ANNOUNCER:  Just call or click and order  
13 right now and we'll send you the ifocus Jungle Rangers  
14 brain training system --

15                  ON SCREEN:  Product information shown above

16                  JUNGLE RANGERS BRAIN TRAINING SYSTEM

17                  MALE ANNOUNCER:  -- with everything your child  
18 needs to success --

19                  ON SCREEN:  Product information shown above

20                  JUNGLE RANGERS GAME CD

21                  MALE ANNOUNCER:  -- the Jungle Rangers game  
22 CD --

23                  ON SCREEN:  Product information shown above

24                  PARENT DASHBOARD

25                  MALE ANNOUNCER:  -- including the exclusive

1 parent dashboard tracker.

2 ON SCREEN: Product information shown above

3 Taffie

4 Trista's Mom

5 MONITOR PROGRESS

6 TAFFIE: Well, the dashboard explains to the  
7 parent how much time they have spent in what -- in which  
8 areas.

9 ON SCREEN: Product information shown above

10 Jennifer

11 Kaida's Mom

12 JENNIFER: It helps you be able to track what  
13 he's doing, his progress.

14 TAFFIE: And it tells you exactly what part of  
15 the game they've been playing and for how long.

16 ON SCREEN: Product information shown above

17 Science Behind the Game AUDIO CD

18 MALE ANNOUNCER: You'll also receive this in-  
19 depth parent audio CD that explains the science behind  
20 this groundbreaking program --

21 ON SCREEN: Product information shown above

22 Focus on Behavior

23 HANDBOOK + AUDIO CD

24 MALE ANNOUNCER: -- plus this Focus on Behavior  
25 handbook and audio CD. It helps both child and parent to

1 understand and recognize good and bad behavior  
2 patterns --

3 ON SCREEN: Product information shown above  
4 Plus Additional BONUS EXTRAS!

5 MALE ANNOUNCER: -- and even more bonus items,  
6 all yours included at no extra cost.

7 ON SCREEN: ifocus

8 \$14.95 PLUS S&H

9 30 DAY TRIAL

10 EXCLUSIVE TV OFFER

11 Entire ifocus BRAIN TRAINING SYSTEM

12 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

13 MALE ANNOUNCER: You get this entire system  
14 with everything you see here to simply try for a full  
15 month for just \$14.95.

16 ON SCREEN: CALL in the next 18 minutes!

17 ifocus

18 \$14.95 PLUS S&H

19 30 DAY TRIAL

20 EXCLUSIVE TV OFFER

21 FREE SHIPPING & HANDLING

22 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

23 MALE ANNOUNCER: And it gets even better. Call  
24 and order in the next 18 minutes and we'll ship this  
25 total and complete breakthrough system with all the

1 extras and included bonus items right to your door for  
2 free. That's right, absolutely free shipping and  
3 handling. Call and order right away.

4 UNIDENTIFIED FEMALE: I would say that it is a  
5 game that gives you results.

6 ON SCREEN: Product information shown above  
7 Individual Result - your child may not be as  
8 successful

9 UNIDENTIFIED FEMALE: And this was the first  
10 time -- well, he got all As and one A minus.

11 ON SCREEN: CALL or Click TO ORDER NOW!

12 ifocus

13 \$14.95 PLUS S&H

14 30 DAY TRIAL

15 EXCLUSIVE TV OFFER

16 NOT AVAILABLE AT SCHOOLS!

17 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

18 MALE ANNOUNCER: The ifocus Jungle Rangers  
19 brain training system for attention is not available in  
20 stores or schools, it's only available online or through  
21 this exclusive television offer.

22 So, make the commitment now to help your child  
23 reach his or her potential. Call now or click on  
24 [ifocusSystem.com](http://ifocusSystem.com).

25 ON SCREEN: Order Now

1 PARENT TO PARENT PROMISE  
2 6 MONTHS  
3 100% MONEY BACK GUARANTEE  
4 ifocus  
5 \$14.95 PLUS S&H  
6 30 DAY TRIAL  
7 EXCLUSIVE TV OFFER  
8 Focus Succeed  
9 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)  
10 MALE ANNOUNCER: And, remember, with the ifocus  
11 system and our exclusive parent to parent promise, your  
12 child will focus and succeed or your money back. Order  
13 now.  
14 UNIDENTIFIED FEMALE: 100 percent recommended.  
15 CHILD: The best thing about Jungle Rangers is  
16 everything.  
17 ON SCREEN: CALL or Click TO ORDER NOW!  
18 ifocus  
19 \$14.95 PLUS S&H  
20 30 DAY TRIAL  
21 EXCLUSIVE TV OFFER  
22 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)  
23 ON SCREEN: Zak and Zane  
24 age 9  
25 [www.ifocusSystem.com](http://www.ifocusSystem.com)

1 FEMALE ANNOUNCER: Zak and Zane are identical  
2 twins. Think busy times two. Their dad makes sure they  
3 spend a lot of time outside working off their energy.  
4 Even so, both Zak and Zane had trouble focusing at  
5 school.

6 GARTH: But to try to focus to do homework,  
7 there'd be times where it would take me a half-hour to  
8 just do one math problem.

9 FEMALE ANNOUNCER: But since playing the Jungle  
10 Rangers game and using the iFocus system, Zak and Zane  
11 are able to focus, filter out distractions and homework  
12 has become much more productive.

13 ON SCREEN: Garth

14 Zak and Zane's Dad

15 Individual Result - your child may not be as  
16 successful

17 GARTH: Well, they're doing better in school.  
18 We just got their report cards, and we were shocked, all  
19 As and Bs. They've never had that before.

20 ON SCREEN: Zak and Zane

21 age 9 [www.ifocusSystem.com](http://www.ifocusSystem.com)

22 CHILD: Every time we come home from school, we  
23 can do our math all by ourselves.

24 ON SCREEN: Garth

25 Zak and Zane's Dad [www.ifocusSystem.com](http://www.ifocusSystem.com)

1           GARTH: And now, they come home and do their  
2 homework. It's -- you see the difference. You see the  
3 difference. One game, hmm.

4           ON SCREEN: ifocus

5           ON SCREEN: Cami  
6 age 11

7           CAMI: In class, I usually daydream and then I  
8 am -- with homework I'm like, ugh, I don't know how to do  
9 this.

10          ON SCREEN: Kelly  
11 Cami and Kemp's Mom

12          KELLY: My daughter, she's like, Mom, I really  
13 noticed that it's really important to just, you know,  
14 clue in on what I'm doing.

15          ON SCREEN: Individual Result - your child may  
16 not be as successful                      [www.ifocusSystem.com](http://www.ifocusSystem.com)

17          CAMI: And I focus more on my homework.

18          KELLY: I really noticed a lot of positives.

19          CAMI: It's for kids; it's not for grown-ups,  
20 it's just for us to play with and have fun.

21          MALE ANNOUNCER: The ifocus Jungle Rangers game  
22 is designed for kids to have fun while also helping --

23          ON SCREEN: Focus    Succeed

24          MALE ANNOUNCER: -- children to focus and  
25 succeed.

1           ON SCREEN:  JUNGLE RANGERS  
2           EVERYONE    E   CONTENT RATED BY ESRB  
3           AVAILABLE FOR    Windows    Mac  
4           MALE ANNOUNCER:  Rated E for everyone and  
5   available in both Mac and PC --  
6           ON SCREEN:  INNOVATIVE COMBINATION!  
7           Science    Fun  
8           MALE ANNOUNCER:  -- it's an innovative  
9   combination of science and fun that works because hidden  
10   within every level of the --  
11           ON SCREEN:  9 COMPUTER GAME  
12           Adventures  
13           MALE ANNOUNCER:  -- nine innovative ifocus  
14   Jungle Rangers games are --  
15           ON SCREEN:  Sophisticated  
16           BRAIN TRAINING TOOL           www.ifocusSystem.com  
17           MALE ANNOUNCER:  -- sophisticated memory and  
18   attention brain training exercises.  
19           For instance, this is a span sequence.  
20           GAME:  You have to jump on the stumps in the  
21   same order as me.  
22           ON SCREEN:  SPAN SEQUENCES  
23           REMEMBER AND RECALL  
24           FILTER DISTRACTIONS  
25           IMPROVE COMPREHENSION           www.ifocusSystem.com

1 FEMALE ANNOUNCER: A span sequence requires  
2 players to remember information even while distracted.  
3 That helps in real life, to remember homework assignments  
4 or what should go in the backpack.

5 ON SCREEN: CONTINUOUS PERFORMANCE  
6 PAY ATTENTION [www.ifocusSystem.com](http://www.ifocusSystem.com)  
7 LEARN PATIENCE  
8 FOCUS

9 FEMALE ANNOUNCER: And continuous performance  
10 games are all about paying attention and learning  
11 patience, and that can mean the ability to sit quietly  
12 and read, something so important for success in higher  
13 education.

14 ON SCREEN: N-BACK  
15 HOLD INFORMATION  
16 UPDATE INFORMATION [www.ifocusSystem.com](http://www.ifocusSystem.com)  
17 REMEMBER AND FOCUS

18 MALE ANNOUNCER: N-Back games have players hold  
19 information and update that information over time, taking  
20 what they know and assimilating new facts, making  
21 connections. It's practice for real life.

22 ON SCREEN: Kimberly  
23 Mother of nine [www.ifocusSystem.com](http://www.ifocusSystem.com)  
24 KIMBERLY: When you give a child an  
25 instruction, it may have three parts, like go upstairs,

1 get dressed, and then come back down. And before, I was  
2 seeing a lot of going upstairs and then I'd have to go  
3 search for them. So, the improvement I've seen is they  
4 actually can complete the two, three, five-part  
5 instruction, which is huge.

6 ON SCREEN: 9 ADVANCING Games

7 Game Adapts

8 TO EACH PLAYER

9 MALE ANNOUNCER: Every one of the nine Jungle  
10 Rangers games is designed to adapt to the ability of the  
11 players --

12 ON SCREEN: Challenged, NOT FRUSTRATED

13 MALE ANNOUNCER: -- so the kids are challenged,  
14 but not frustrated. And that's important. It means  
15 they're always playing --

16 ON SCREEN: Peak Performance

17 MALE ANNOUNCER: -- at peak performance --

18 ON SCREEN: Stimulate, Strengthen

19 CONNECTIONS

20 MALE ANNOUNCER: -- strengthening those  
21 important neuron connections --

22 ON SCREEN: Focus

23 Concentration

24 Memory

25 MALE ANNOUNCER: -- helping them to improve

1 focus, concentration and memory.

2 ON SCREEN: Jackson

3 age 11 www.ifocusSystem.com

4 JACKSON: It's a game that helps kids

5 concentrate.

6 ON SCREEN: Forrester

7 age 10 www.ifocusSystem.com

8 FORRESTER: You have to remember patterns.

9 ON SCREEN: Lindsey

10 age 9 www.ifocusSystem.com

11 LINDSEY: It's just fun.

12 ON SCREEN: Nelson

13 age 12 www.ifocusSystem.com

14 NELSON: It makes your brain work.

15 FEMALE ANNOUNCER: And teachers say that's

16 exactly what will help them to --

17 ON SCREEN: Focus Succeed

18 MALE ANNOUNCER: -- focus and succeed in the

19 classroom.

20 LORI JENSEN: Because you can't really teach a

21 child to think.

22 ON SCREEN: Lori Jensen

23 Principal, 30 years in education

24 www.ifocusSystem.com

25 LORI JENSEN: Being able to use the Jungle

1 Rangers and having the students actually learn how to  
2 think through a problem, we can show them --

3 ON SCREEN: Lori Jensen  
4 Learn how to think through a problem  
5 [www.ifocusSystem.com](http://www.ifocusSystem.com)

6 LORI JENSEN: -- but we're not actually  
7 sometimes teaching them at a brain level of how to make  
8 those choices and how to think for themselves.

9 ON SCREEN: Jane Marshall  
10 Teacher [www.ifocusSystem.com](http://www.ifocusSystem.com)

11 JANE MARSHALL: And my observation of the  
12 program, from what I've seen, is that it is trying to  
13 create more branches in the brain for those higher-level  
14 thinking skills.

15 ON SCREEN: JUNGLE RANGERS

16 NOT AVAILABLE IN SCHOOLS!

17 FEMALE ANNOUNCER: The ifocus Jungle Rangers  
18 game isn't available at schools. So, elementary school  
19 principal Lori Jensen jumped at the opportunity to test  
20 it as part of her curriculum.

21 ON SCREEN: Lori Jensen  
22 Principal, 30 years in education  
23 [www.ifocusSystem.com](http://www.ifocusSystem.com)

24 LORI JENSEN: It fit into what we were trying  
25 to do with our students, engage them in the learning

1 process, but also expand what their brains were going to  
2 be able to do.

3 FEMALE ANNOUNCER: The teachers were  
4 enthusiastic.

5 JANE MARSHALL: I really think that the more  
6 the children do the program, the better the results are  
7 going to be.

8 FEMALE ANNOUNCER: So, students played the  
9 Jungle Rangers game in computer lab and the --

10 ON SCREEN: Groundbreaking  
11 Science Fun

12 [www.ifocusSystem.com](http://www.ifocusSystem.com)

13 FEMALE ANNOUNCER: -- innovative groundbreaking  
14 combination of science and challenging fun had them  
15 hooked from the very first time they played.

16 CHILD: You get to jump on logs.

17 CHILD: I'm talking to a man in a frog costume.

18 CHILD: I would play it every day.

19 CHILD: And I'm a trainee Jungle Rangers. This  
20 game is really fun.

21 CHILD: Can we play this at home?

22 CHILD: This is the funnest game on earth.

23 FEMALE ANNOUNCER: Fun? Absolutely.

24 ON SCREEN: GAMES IMPROVE

25 Focus, Concentration, Memory



1 LAVONNE RIGGS: Pretty amazing.

2 ON SCREEN: ifocus

3 ON SCREEN: Garth

4 Zak and Zane's Dad

5 GARTH: This is one thing that I'm very glad my  
6 wife and I decided to do. I think it's been beneficial  
7 for our boys.

8 ON SCREEN: This is a paid advertisement for  
9 the ifocus System

10 GARTH: Thank you. That's about what I want to  
11 say, thank you for ifocus.

12 ON SCREEN: ifocus

13 \$14.95 PLUS S&H

14 30 DAY TRIAL

15 EXCLUSIVE TV OFFER

16 Entire ifocus BRAIN TRAINING SYSTEM

17 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

18 MALE ANNOUNCER: Right now, through this  
19 extraordinary and exclusive offer, you can get the entire  
20 ifocus Jungle Rangers brain training system --

21 ON SCREEN: ifocus

22 \$14.95 PLUS S&H

23 30 DAY TRIAL

24 EXCLUSIVE TV OFFER

25 INCLUDES JUNGLE RANGERS GAMES

1 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

2 MALE ANNOUNCER: -- including all nine Jungle  
3 Rangers games, and find out for yourself how effective it  
4 really is by simply trying it for a full 30 days for just  
5 \$14.95.

6 It comes with everything your child needs to  
7 succeed --

8 ON SCREEN: ifocus

9 \$14.95 PLUS S&H

10 30 DAY TRIAL

11 EXCLUSIVE TV OFFER

12 JUNGLE RANGERS GAME CD Mac Windows

13 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

14 MALE ANNOUNCER: -- including the Jungle

15 Rangers game CD --

16 ON SCREEN: ifocus

17 \$14.95 PLUS S&H

18 30 DAY TRIAL

19 EXCLUSIVE TV OFFER

20 INCLUDING Parent Dashboard

21 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

22 MALE ANNOUNCER: -- with a parent dashboard

23 tracker for monitoring their time and progress --

24 ON SCREEN: ifocus

25 \$14.95 PLUS S&H

1           30 DAY TRIAL  
2           EXCLUSIVE TV OFFER  
3           Science Behind the Game AUDIO CD  
4           CALL NOW                           www.ifocusSystem.com  
5           MALE ANNOUNCER:  -- this in-depth parent audio  
6           CD that explains the science behind this groundbreaking  
7           program --  
8           ON SCREEN:  ifocus  
9           \$14.95  PLUS S&H  
10          30 DAY TRIAL  
11          EXCLUSIVE TV OFFER  
12          Focus on Behavior  HANDBOOK + AUDIO CD  
13          CALL NOW                           www.ifocusSystem.com  
14          MALE ANNOUNCER:  -- plus this Focus on Behavior  
15          handbook and audio CD that helps both child and parent  
16          to understand and recognize good and bad behavioral  
17          patterns --  
18          ON SCREEN:  ifocus  
19          \$14.95  PLUS S&H  
20          30 DAY TRIAL  
21          EXCLUSIVE TV OFFER  
22          Plus Additional BONUS EXTRAS!  
23          CALL NOW                           www.ifocusSystem.com  
24          MALE ANNOUNCER:  -- and even more bonus items,  
25          all yours included at no extra cost.

1           ON SCREEN: ifocus  
2           \$14.95 PLUS S&H  
3           30 DAY TRIAL  
4           EXCLUSIVE TV OFFER  
5           Entire ifocus BRAIN TRAINING SYSTEM  
6           CALL NOW                           www.ifocusSystem.com

7           MALE ANNOUNCER: You get this entire system  
8 with everything you see here to simply try for a full  
9 month for just \$14.95.

10           FEMALE ANNOUNCER: Thousands of families have  
11 already made the commitment to help their child focus and  
12 succeed. Now, it's your turn to put this powerful  
13 program to work in your home --

14           ON SCREEN: PARENT TO PARENT PROMISE  
15           6 MONTHS  
16           100% MONEY BACK GUARANTEE  
17           ifocus  
18           \$14.95 PLUS S&H  
19           30 DAY TRIAL  
20           EXCLUSIVE TV OFFER  
21           CALL NOW                           www.ifocusSystem.com

22           FEMALE ANNOUNCER: -- because when you order  
23 today, ifocus will give you up to six months -- yes, an  
24 incredible six full months to put the ifocus Jungle  
25 Rangers Brain Training System to the test or your money

1 back. It's an unprecedented parent to parent promise  
2 from ifocus to you.

3 ON SCREEN: CALL in the next 10 MINUTES!

4 ifocus

5 \$14.95 PLUS S&H

6 30 DAY TRIAL

7 EXCLUSIVE TV OFFER

8 FREE SHIPPING & HANDLING

9 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

10 MALE ANNOUNCER: It gets better, because when  
11 you call and order in the next 10 minutes, we'll ship the  
12 entire system right to your door for free. That's right,  
13 absolutely free shipping and handling. Call and order  
14 right away.

15 ON SCREEN: CALL or Click TO ORDER NOW!

16 ifocus

17 \$14.95 PLUS S&H

18 30 DAY TRIAL

19 EXCLUSIVE TV OFFER

20 NOT AVAILABLE AT SCHOOLS!

21 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

22 MALE ANNOUNCER: The ifocus Jungle Rangers  
23 Brain Training System for attention is not available in  
24 stores or schools. It's only available online or through  
25 this exclusive television offer.

1           So, make the commitment to help your child  
2 focus and succeed. Call now or click on  
3 ifocussystem.com.

4           ON SCREEN: CALL or Click TO ORDER NOW!

5           PARENT TO PARENT PROMISE

6           6 MONTHS

7           100% MONEY BACK GUARANTEE

8           ifocus

9           \$14.95 PLUS S&H

10          30 DAY TRIAL

11          EXCLUSIVE TV OFFER

12          CALL NOW                                   www.ifocusSystem.com

13          MALE ANNOUNCER: And, remember, with the ifocus  
14 system, your child will focus and succeed or your money  
15 back. Call now.

16          FEMALE ANNOUNCER: Pediatric nurse and mother  
17 of nine, Taffie Evans, was very skeptical about the  
18 ifocus Jungle Rangers game.

19          ON SCREEN: Taffie

20          Trista's Mom

21          TAFFIE: I think video games are a waste of  
22 time. I -- TV and video games, they just suck the life  
23 out of children.

24          ON SCREEN: www.ifocusSystem.com

25          FEMALE ANNOUNCER: Her daughter Trista is a

1 bubbly six-year-old who's very bright.

2 ON SCREEN: Trista

3 age 6 [www.ifocusSystem.com](http://www.ifocusSystem.com)

4 TRISTA: I'm good at math, I'm good at almost  
5 everything in school but spelling.

6 FEMALE ANNOUNCER: But Trista was having  
7 problems at school.

8 ON SCREEN: Taffie

9 Trista's Mom [www.ifocusSystem.com](http://www.ifocusSystem.com)

10 TAFFIE: Trista is very intelligent, but  
11 because she gets bored so easily, then she has a very  
12 difficult time focusing. Every parent-teacher  
13 conference, it's always, you know, she's a little  
14 chatterbox, we have a hard time keeping her in her seat.

15 FEMALE ANNOUNCER: That was before Trista  
16 started playing the ifocus Jungle Rangers game.

17 TAFFIE: So, we went to this parent-teacher  
18 conference this last time. She said, I don't know what  
19 you're doing at home, but you need to keep it up because  
20 it's helping her.

21 FEMALE ANNOUNCER: Playing Jungle Rangers  
22 really has made a difference for Trista.

23 TAFFIE: I would recommend ifocus to anyone  
24 who's having trouble keeping their children's attention.

25 ON SCREEN: Taffie

1 Pediatric Nurse www.ifocusSystem.com

2 TAFFIE: Yeah, like I said before, I was  
3 completely skeptical. I honestly and truly did not think  
4 it was going to work for my children. And, now, I'm a  
5 believer.

6 TRISTA: It does help me pay attention.

7 MALE ANNOUNCER: That's because Jungle Rangers  
8 is no ordinary video game. It's an --

9 ON SCREEN: INNOVATIVE COMBINATION!

10 PROVEN Science CHALLENGING Fun  
11 www.ifocusSystem.com

12 MALE ANNOUNCER: -- innovative combination of  
13 challenging fun combined with cutting edge science. Kids  
14 think they're just playing a game, but Jungle Rangers is  
15 so much more.

16 ON SCREEN: NEURON

17 TECHNOLOGY

18 MALE ANNOUNCER: It uses integrated neuro  
19 technology designed to get --

20 ON SCREEN: KEY NEURONS

21 Fire together

22 Wire together

23 MALE ANNOUNCER: -- key neurons to fire  
24 together and then wire together. This is where brain  
25 specialist --

1           ON SCREEN: Daniel Amen, M.D.  
2           ifocus Scientific Advisor www.ifocusSystem.com

3           MALE ANNOUNCER: -- and ifocus scientific  
4           advisor Dr. Daniel Amen realized the huge positive  
5           potential of the Jungle Rangers game.

6           DR. DANIEL AMEN: Here, we had developers, in a  
7           thoughtful way, develop a game to actually strengthen the  
8           connections in the brain. It's a very interesting term  
9           called "long-term potentiation." So, what that means is  
10          the connections between cells actually become stronger,  
11          and what we've found is when your brain is healthy,  
12          you're able to focus and regulate your emotion. You can  
13          be happy, driven, motivated, successful.

14          MALE ANNOUNCER: And when he studied a group of  
15          children before and after playing the Jungle Rangers  
16          game, Dr. Amen discovered a pattern. Jungle Rangers  
17          creates the kinds of measurable changes in the brain that  
18          are key to success.

19          Anna    age 10   SELF REGULATION:   +200%  
20          Average Self Regulation Improvement 12% in 5  
21          hours

22          DR. DANIEL AMEN: What we found was --

23          ON SCREEN: SELF REGULATION:   +38%  
24          Tiffany   age 11  
25          Average Self Regulation Improvement 12% in 5

1 hours

2 DR. DANIEL AMEN: -- their ability to regulate

3 themselves --

4 ON SCREEN: SELF REGULATION: +105%

5 Chazz age 10

6 Average Self Regulation Improvement 12% in 5

7 hours

8 DR. DANIEL AMEN: -- so self-regulation and

9 emotion --

10 ON SCREEN: EMOTION: +25%

11 Jackson age 11

12 Average Emotional Improvement 28% in 5 hours

13 DR. DANIEL AMEN: -- statistically

14 significantly --

15 ON SCREEN: EMOTION: +29%

16 Zach age 11

17 Average Emotional Improvement 28% in 5 hours

18 DR. DANIEL AMEN: -- increased after the

19 kids --

20 ON SCREEN: EMOTION: +350%

21 Isaac age 9

22 Average Emotional Improvement 28% in 5 hours

23 DR. DANIEL AMEN: -- played the game.

24 MALE ANNOUNCER: Does that mean kids who play

25 Jungle Rangers are more likely to focus and succeed?

1 DR. DANIEL AMEN: Well, success for me is you  
2 have a goal and you have an ability to stay on track in  
3 order to reach your goal.

4 ON SCREEN: Anna  
5 age 10

6 Individual Result - your child may not be as  
7 successful

8 ANNA: In school, I have noticed that I can  
9 focus better.

10 ON SCREEN: Kristin  
11 Anna's Mom

12 Individual Result - your child may not be as  
13 successful

14 KRISTIN: We had the best parent-teacher  
15 conference that we've ever had.

16 ON SCREEN: [www.ifocusSystem.com](http://www.ifocusSystem.com)

17 ANNA: I just notice a lot of improvement.

18 KRISTIN: I've been happy with the results.  
19 I've been happy with how she's felt about it.

20 ANNA: I have more confidence in myself.

21 ON SCREEN: Confidence

22 Improvement

23 Better Performance

24 [www.ifocusSystem.com](http://www.ifocusSystem.com)

25 MALE ANNOUNCER: Confidence, improvement,

1 better school performance.

2 ON SCREEN: Science Fun

3 MALE ANNOUNCER: With the ifocus system, this  
4 innovative combination of fun and science really does  
5 make a difference.

6 ON SCREEN: JUNGLE RANGERS

7 [www.ifocusSystem.com](http://www.ifocusSystem.com)

8 FEMALE ANNOUNCER: Like it did for Isaac.

9 ON SCREEN: Alitza

10 Issac's Mom

11 Individual Result - your child may not be as  
12 successful

13 ALITZA: The teacher actually has told me that  
14 this couple weeks, she's noticed big, big change.

15 FEMALE ANNOUNCER: Now, instead of  
16 spending hours on homework, Isaac is able to stay on  
17 task.

18 ALITZA: Oh, my gosh, this game is amazing, 100  
19 percent recommended. And he likes that, he enjoys it,  
20 and that's what makes me very happy.

21 FEMALE ANNOUNCER: Parents and teachers know  
22 that ability to stay on task --

23 ON SCREEN: Focus

24 Succeed

25 [www.ifocusSystem.com](http://www.ifocusSystem.com)

1 FEMALE ANNOUNCER: -- to focus and pay  
2 attention in class today can help your child to succeed  
3 in life tomorrow.

4 ON SCREEN: Jane Marshall  
5 Teacher [www.ifocusSystem.com](http://www.ifocusSystem.com)

6 JANE MARSHALL: They need to train their brain  
7 so your brain knows what it feels like to focus.

8 MALE ANNOUNCER: The ifocus Jungle Rangers  
9 Brain Training System is an amazing, innovative  
10 combination of sophisticated science and challenging fun,  
11 designed to strengthen children's ability to pay  
12 attention. The result, kids who play Jungle Rangers know  
13 what it feels like to --

14 ON SCREEN: Focus Succeed  
15 [www.ifocusSystem.com](http://www.ifocusSystem.com)

16 MALE ANNOUNCER: -- focus and succeed at home,  
17 at school and even in sports.

18 ON SCREEN: Daniel Amen, M.D.  
19 Brain Imaging Specialist

20 [www.ifocusSystem.com](http://www.ifocusSystem.com)

21 DR. DANIEL AMEN: So, I think any kid will  
22 benefit from this, and the reason I say that is I love  
23 the approach. It's a brain training exercise. None of  
24 it's hard. I mean, that's sort of the exciting thing.  
25 None of it's hard and it can give you a big benefit. And

1 as a parent, you feel confident --

2 ON SCREEN: This is a paid advertisement for  
3 the ifocus System

4 DR. DANIEL AMEN: -- that this is helping my  
5 child and not hurting my child.

6 ON SCREEN: Colleen  
7 Michael and Nelson's Mom

8 COLLEEN: I could see the improvement in him.

9 ON SCREEN: Susan  
10 Forrester's Mom

11 SUSAN: Things come easier.

12 ON SCREEN: Kristin  
13 Anna's Mom

14 KRISTIN: She's been better at being a self-  
15 starter.

16 ON SCREEN: Connie  
17 Landon's Mom

18 CONNIE: He was able to follow directions a lot  
19 better.

20 ON SCREEN: Garth  
21 Zak and Zane's Dad

22 GARTH: The fact that he came home and wanted  
23 to do his homework.

24 ON SCREEN: Marissa  
25 Chazz's Mom

1 CHAZZ: When I come home from work, his chores  
2 are done.

3 ON SCREEN: Adell  
4 Tiffany's Mom

5 ADELL: I definitely would recommend it.

6 ON SCREEN: Jackson age 11 THINKING: +105%  
7 Average Thinking Improvement 4% in 5 hours

8 Anna age 10 SELF REGULATION: +200%  
9 Average Self Regulation Improvement 12% in 5  
10 hours

11 Zach age 11 SUSTAINED ATTENTION: +250%  
12 Average Sustained Attention Improvement 14% in  
13 5 hours

14 Chazz age 10 SELF REGULATION: +105%  
15 Average Self Regulation Improvement 12% in 5  
16 hours

17 Isaac age 9 EMOTION: +305%  
18 Average Emotional Improvement 28% in 5 hours

19 Tiffany age 11 EMOTION: +75%  
20 Average Emotional Improvement 8% in 5 hours

21 Forrester age 10 THINKING: +95%  
22 Average Thinking Improvement 4% in 5 hours

23 FEMALE ANNOUNCER: Seeing the difference Jungle  
24 Rangers makes for children and parents is what motivates  
25 ifocus found John Able.

1           ON SCREEN: John Able

2           Parent, ifocus Founder

3           JOHN ABLE: I've been driven completely by the  
4 thought that I'd help kids.

5           FEMALE ANNOUNCER: John has six children of his  
6 own, so parent to parent he knows how difficult it can be  
7 to help a child who's struggling.

8           ON SCREEN: John Able

9           Parent, ifocus Founder

10          JOHN ABLE: I learned through trial and error  
11 and 31 years of parenting. I call them arrows in your  
12 quiver or tools in your toolbox. The more tools you  
13 have, the better parenting you can do.

14          ON SCREEN: Powerful BRAIN TRAINING

15          FEMALE ANNOUNCER: John knows the ifocus Jungle  
16 Rangers game can give you a powerful new parenting tool,  
17 one that can help your children to --

18          ON SCREEN: Focus Succeed

19          FEMALE ANNOUNCER: -- focus and succeed.

20          ON SCREEN: Julie

21          Zach's Mom

22          JULIE: The game has -- is teaching my boys how  
23 to focus and how to filter our distractions.

24          ON SCREEN: Colleen

25          Michael and Nelson's Mom

1 COLLEEN: To have a product like this is  
2 exciting for me.

3 ON SCREEN: Connie  
4 Jacquelyn's Mom

5 CONNIE: And this was so easy, too. It was  
6 just, you know, let them go play and they enjoyed it.  
7 So, it was a good thing.

8 MALE ANNOUNCER: It's a good thing that just  
9 got better. Now, you can experience the same innovative  
10 game thousands of families all over the country have  
11 already discovered with the ifocus system, because ifocus  
12 is giving you an unheard of promise, a parent to parent  
13 guarantee that gives you up to six months to use Jungle  
14 Rangers in your home.

15 ON SCREEN: PARENT TO PARENT PROMISE

16 6 MONTHS

17 100% MONEY BACK GUARANTEE

18 IMPROVE:

19 FOCUS

20 ATTENTION

21 MEMORY

22 SCHOOL WORK

23 SELF ESTEEM

24 MALE ANNOUNCER: Yes, six full months to put  
25 the ifocus Jungle Rangers brain training system to the

1 test and truly discover its ultimate potential for you  
2 and your child or your money back.

3 JOHN ABLE: That's the kind of company we are.  
4 We're a human company, very human.

5 ON SCREEN: John Able  
6 Parent, ifocus Founder

7 JOHN ABLE: The fact that children's lives are  
8 changed is important to me.

9 ON SCREEN: ifocus  
10 \$14.95 PLUS S&H  
11 30 DAY TRIAL  
12 EXCLUSIVE TV OFFER  
13 Entire ifocus BRAIN TRAINING SYSTEM  
14 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

15 MALE ANNOUNCER: Right now, through this  
16 extraordinary and exclusive offer, you can get the entire  
17 ifocus Jungle Rangers brain training system --

18 ON SCREEN: ifocus  
19 \$14.95 PLUS S&H  
20 30 DAY TRIAL  
21 EXCLUSIVE TV OFFER  
22 INCLUDES JUNGLE RANGERS GAMES  
23 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

24 MALE ANNOUNCER: -- including all nine Jungle  
25 Rangers games, and find out for yourself how effective it

1 really is by simply trying it for a full 30 days for just  
2 \$14.95.

3 ON SCREEN: CALL or Click TO ORDER NOW!

4 ifocus

5 \$14.95 PLUS S&H

6 30 DAY TRIAL

7 EXCLUSIVE TV OFFER

8 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

9 MALE ANNOUNCER: Just call or click and order  
10 right now and we'll send you the ifocus Jungle Rangers  
11 brain training system --

12 ON SCREEN: Product information shown above

13 JUNGLE RANGERS BRAIN TRAINING SYSTEM

14 MALE ANNOUNCER: -- with everything your child  
15 needs to success --

16 ON SCREEN: Product information shown above

17 JUNGLE RANGERS GAME CD

18 MALE ANNOUNCER: -- the Jungle Rangers game  
19 CD --

20 ON SCREEN: Product information shown above

21 PARENT DASHBOARD

22 MALE ANNOUNCER: -- including the exclusive  
23 parent dashboard tracker.

24 ON SCREEN: Product information shown above

25 Taffie

1 Trista's Mom

2 MONITOR PROGRESS

3 TAFFIE: Well, the dashboard explains to the  
4 parent how much time they have spent in what -- in which  
5 areas.

6 ON SCREEN: Product information shown above

7 Jennifer

8 Kaida's Mom

9 JENNIFER: It helps you be able to track what  
10 he's doing, his progress.

11 TAFFIE: And it tells you exactly what part of  
12 the game they've been playing and for how long.

13 ON SCREEN: Product information shown above

14 Science Behind the Game AUDIO CD

15 MALE ANNOUNCER: You'll also receive this in-  
16 depth parent audio CD that explains the science behind  
17 this groundbreaking program --

18 ON SCREEN: Product information shown above

19 Focus on Behavior

20 HANDBOOK + AUDIO CD

21 MALE ANNOUNCER: -- plus this Focus on Behavior  
22 handbook and audio CD. It helps both child and parent to  
23 understand and recognize good and bad behavior  
24 patterns --

25 ON SCREEN: Product information shown above

1 Plus Additional BONUS EXTRAS!

2 MALE ANNOUNCER: -- and even more bonus items,  
3 all yours included at no extra cost.

4 ON SCREEN: ifocus

5 \$14.95 PLUS S&H

6 30 DAY TRIAL

7 EXCLUSIVE TV OFFER

8 Entire ifocus BRAIN TRAINING SYSTEM

9 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

10 MALE ANNOUNCER: You get this entire system  
11 with everything you see here to simply try for a full  
12 month for just \$14.95.

13 ON SCREEN: CALL in the next 6 minutes!

14 ifocus

15 \$14.95 PLUS S&H

16 30 DAY TRIAL

17 EXCLUSIVE TV OFFER

18 FREE SHIPPING & HANDLING

19 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

20 MALE ANNOUNCER: And it gets even better. Call  
21 and order in the next six minutes and we'll ship this  
22 total and complete breakthrough system with all the  
23 extras and included bonus items right to your door for  
24 free. That's right, absolutely free shipping and  
25 handling. Call and order right away.

1 UNIDENTIFIED FEMALE: I would say that it is a  
2 game that gives you results.

3 ON SCREEN: Product information shown above  
4 Individual Result - your child may not be as  
5 successful

6 UNIDENTIFIED FEMALE: And this was the first  
7 time -- well, he got all As and one A minus.

8 ON SCREEN: CALL or Click TO ORDER NOW!

9 ifocus

10 \$14.95 PLUS S&H

11 30 DAY TRIAL

12 EXCLUSIVE TV OFFER

13 NOT AVAILABLE AT SCHOOLS!

14 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)

15 MALE ANNOUNCER: The ifocus Jungle Rangers  
16 brain training system for attention is not available in  
17 stores or schools, it's only available online or through  
18 this exclusive television offer.

19 So, make the commitment now to help your child  
20 reach his or her potential. Call now or click on  
21 ifocusSystem.com.

22 ON SCREEN: Order Now

23 PARENT TO PARENT PROMISE

24 6 MONTHS

25 100% MONEY BACK GUARANTEE

1 ifocus  
2 \$14.95 PLUS S&H  
3 30 DAY TRIAL  
4 EXCLUSIVE TV OFFER  
5 Focus Succeed  
6 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)  
7 MALE ANNOUNCER: And, remember, with the ifocus  
8 system and our exclusive parent to parent promise, your  
9 child will focus and succeed or your money back. Order  
10 now.  
11 UNIDENTIFIED FEMALE: 100 percent recommended.  
12 CHILD: The best thing about Jungle Rangers is  
13 everything.  
14 ON SCREEN: CALL or Click TO ORDER NOW!  
15 ifocus  
16 \$14.95 PLUS S&H  
17 30 DAY TRIAL  
18 EXCLUSIVE TV OFFER  
19 CALL NOW [www.ifocusSystem.com](http://www.ifocusSystem.com)  
20 MALE ANNOUNCER: The preceding has been a paid  
21 presentation for the ifocus Jungle Rangers Brain Training  
22 System, brought to you by Focus Education.  
23 ON SCREEN: ifocus  
24 ON SCREEN: The preceding was a paid  
25 presentation for the ifocus Jungle Rangers Brain Training

1 System brought to you by Focus Education

2 (The recording was concluded.)

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

2

3       MATTER NUMBER: 1223153

4       CASE TITLE: iFOCUS EDUCATION, LLC

5       TAPING DATE: NOVEMBER 21, 2012

6       TRANSCRIPTION DATE: NOVEMBER 13, 2013

7

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

12

13                                   DATED: NOVEMBER 13, 2013

14

15

16                                   ELIZABETH M. FARRELL

17

18           C E R T I F I C A T I O N   O F   P R O O F R E A D E R

19

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

23

24

25                                   SARA J. VANCE

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OFFICIAL TRANSCRIPT PROCEEDING  
FEDERAL TRADE COMMISSION

MATTER NO. 1223153  
TITLE iFOCUS EDUCATION, LLC  
DATE RECORDED: JUNE 28, 2013  
TRANSCRIBED: NOVEMBER 12, 2013  
PAGES 1 THROUGH 63

JUNGLE RANGERS BRAIN TRAINING SYSTEM  
IFOCUS EDUCATION  
INFOMERCIAL (IFV11)

For The Record, Inc.

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FEDERAL TRADE COMMISSION

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Jungle Rangers Infomercial

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In the Matter of: )  
iFocus Education, LLC ) Matter No. 1223153  
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June 28, 2013

The following transcript was produced from a  
CD-Rom provided to For The Record, Inc. on October 24,  
2013.

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(800) 921-5555

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

2 - - - - -

3 JUNGLE RANGERS INFOMERCIAL

4 ON SCREEN: HAVAS EDGE

5 FOCUS Education LLC

6 IFOCUS V11

7 Closed Captioned

8 412881

9 28:30

10 06-28-2013

11 -

12 -

13 1-800-624-0737

14 ON SCREEN: ifocus

15 The following is a paid presentation for the  
16 ifocus Jungle Rangers Brain Training System brought to  
17 you by Focus Education.

18 MALE ANNOUNCER: The following is a paid  
19 presentation for the ifocus Jungle Rangers Brain Training  
20 System, brought to you by Focus Education.

21 ON SCREEN: HOW FAR BEHIND?

22 MALE ANNOUNCER: How far behind will your child  
23 be when school starts in the fall, a month, two months?

24 It's an annual problem experts call the summer brain

25 drain. For The Record, Inc. (301) 870-8025 -

26 www.ftrinc.net - (800) 921-5555

1 ON SCREEN: SUMMER BRAIN DRAIN

2 ON SCREEN: Kelly Arnold

3 Teacher

4 KELLY ARNOLD: The first couple months of the  
5 school year is spent reteaching a lot of information.

6 ON SCREEN: SUMMER BRAIN DRAIN

7 MALE ANNOUNCER: That's because over the  
8 summer, school is the last thing on a kid's mind, and it  
9 does affect their brain.

10 ON SCREEN: KIDS CAN'T FOCUS

11 MALE ANNOUNCER: Their focusing muscles become  
12 rusty. It's harder for them to sit and pay attention,  
13 and even more disturbing...

14 ON SCREEN: Kelly Arnold

15 Teacher

16 KELLY ARNOLD: They forget what they've  
17 learned.

18 MALE ANNOUNCER: But what if there was a way to  
19 fight that summer brain drain --

20 ON SCREEN: FIGHT

21 Summer Brain Drain

22 MALE ANNOUNCER: -- by sharpening your child's  
23 memory and attention skills so that the very first day of  
24 class he or she is alert --

25 ON SCREEN: Alert

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1           READY TO LEARN!

2           MALE ANNOUNCER:  -- on task and ready to learn?

3           Well, now you can.  Introducing the ifocus  
4  Jungle Rangers Brain Training System.

5           ON SCREEN:  BRAIN TRAINING SYSTEM

6           MALE ANNOUNCER:  What looks like a simple  
7  computer game is really much more.

8           ON SCREEN:  CUTTING EDGE SCIENCE

9           MALE ANNOUNCER:  You're actually looking at  
10 cutting edge science --

11          ON SCREEN:  MEMORY AND ATTENTION EXERCISES

12          MALE ANNOUNCER:  -- a series of proven memory  
13 and attention brain training exercises integrated into  
14 this --

15          ON SCREEN:  Fun

16          CHALLENGING GAME!

17          MALE ANNOUNCER:  -- fun, challenging game,  
18 every one of them designed to help ensure kids --

19          ON SCREEN:  SHARP AND FOCUSED

20          MALE ANNOUNCER:  -- stay sharp and focused over  
21 the brain draining summer.

22          ON SCREEN:  Julie

23          Zach's Mom

24          JULIE:  My kids love to play video games and

25          this is a great way to strengthen their brain.

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1                   ON SCREEN: Taffie

2                   Trista's Mom

3                   TAFFIE: And it settles them in and it helps  
4 them to learn to focus.

5                   ON SCREEN: Denise

6                   Seth's Mom

7                   DENISE: He says, mom, I can focus.

8                   ON SCREEN: JUNGLE RANGERS

9                   EVERYONE E     CONTENT RATED BY ESRB

10                  Ages 6-12

11                  MALE ANNOUNCER: Rated E for everyone and  
12 created especially for kids aged 6 to 12. The ifocus  
13 Jungle Rangers System is designed to --

14                  ON SCREEN: DEVELOP Brain Muscle

15                  MALE ANNOUNCER: -- develop brain muscle and --

16                  ON SCREEN: STRENGTHENS Neuron Connections

17                  MALE ANNOUNCER: -- strengthens critical neuron  
18 connections. That can give kids who play the game over  
19 the summer an advantage when school starts in the fall.

20                  ON SCREEN: Tiffany

21                  age 11

22                  TIFFANY: From the game, it teaches me to  
23 remember things.

24                  ON SCREEN: Forrester

25                  age 10

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1 FORRESTER: I always just say "focus."

2 ON SCREEN: Cami Individual Result

3 age 11 Your child may not be as successful.

4 CAMI: When I played Stump Jump and when I had  
5 my first homework after I did Stump Jump, I'm like, wow,  
6 I've actually memorized all the things my teacher has  
7 told me.

8 ON SCREEN: Nelson

9 age 12

10 NELSON: By the first couple days I was like,  
11 okay, what made that change? And then I thought maybe it  
12 was Jungle Rangers and I really think it was.

13 ON SCREEN: Award winning

14 MALE ANNOUNCER: The award-winning ifocus  
15 Jungle Rangers system helped these kids the way it can  
16 help yours, with the same series of proven --

17 ON SCREEN: BRAIN TRAINING EXERCISES

18 Neuropsychologists

19 Therapists

20 Scientists

21 JUNGLE RANGERS

22 EVERYONE E CONTENT RATED BY ESRB

23 MALE ANNOUNCER: -- brain training techniques  
24 that neuropsychologists, therapists and scientists have  
25 used for years --

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1                   ON SCREEN: Strengthens FOCUSING MUSCLE!

2                   MALE ANNOUNCER: -- to strengthen memory and  
3 attention muscles.

4                   ON SCREEN: Research has shown self-regulation  
5 is far more important than IQ

6                   MALE ANNOUNCER: And studies say that ability  
7 to pay attention, to sit and focus can be even more  
8 important to a child's academic success than a high IQ.  
9 And the more kids play the ifocus Jungle Rangers game  
10 over the summer, the stronger those memory and attention  
11 muscles can become. That can mean an advantage when  
12 school starts in the falls.

13                   ON SCREEN: Robin Dury

14                   Teacher of the Year

15                   ROBIN DURY: ifocus would be great for parents  
16 to have their kids use during the summertime.

17                   ON SCREEN: Kelly Arnold

18                   Teacher

19                   KELLY ARNOLD: We want them to get out and  
20 exercise and play, but we also want them to continue to  
21 exercise their brains so that when they start the school  
22 year next year, they're, you know, right where they left  
23 off.

24                   ON SCREEN: Ready to Learn!

25                   MALE ANNOUNCER: Kids who play Jungle Rangers

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1 are sharp, primed, and ready to learn.

2 ON SCREEN: Award winning ifocus Game Designer

3 MALE ANNOUNCER: Award-winning game designer

4 Jason Leon says that's exactly what the game was designed  
5 to do.

6 ON SCREEN: Game Adapts

7 TO PLAYER!

8 JASON LEON: Each and every game is adaptive,  
9 so it's actually designed to scale up in difficulty --

10 ON SCREEN: KEEPS BRAIN WORKING!

11 JASON LEON: -- so that it keeps your brain  
12 energy up as high as it possibly can.

13 ON SCREEN: Jason Leon

14 Constantly Challenges You to Improve

15 JASON LEON: That's one of the aspects that  
16 sets our game apart from other games is that it's  
17 constantly challenging you to get better.

18 ON SCREEN: FIRST TIME PLAYERS! JUNGLE RANGERS

19 CHILD: Pretty challenging.

20 CHILD: A little easy, a little hard.

21 CHILD: You have to memorize a pattern in order  
22 to go on to the next level.

23 CHILD: And you do all this fun stuff.

24 ON SCREEN: Jason Leon

25 ifocus Game Developer For The Record, Inc.

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1 ON SCREEN: GAMES IMPROVE

2 Focus, Concentration, Memory

3 MALE ANNOUNCER: -- designed to improve focus,  
4 concentration and memory.

5 ON SCREEN: SPAN SEQUENCES

6 REMEMBER AND RECALL

7 FILTER DISTRACTIONS

8 IMPROVE COMPREHENSION

9 MALE ANNOUNCER: Like these span sequences,  
10 which ask players to remember complex information, even  
11 while distracted, which is so important in math and  
12 reading comprehension.

13 ON SCREEN: CONTINUOUS PERFORMANCE

14 PAY ATTENTION

15 LEARN PATIENCE

16 FOCUS

17 MALE ANNOUNCER: Continuous performance games  
18 are all about paying attention and learning patience.  
19 Research shows kids learn to stay alert and to really  
20 focus on what's going on, even at times when they'd  
21 normally zone out.

22 ON SCREEN: N-BACK

23 HOLD INFORMATION

24 UPDATE INFORMATION

25 REMEMBER AND FOCUS

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1           MALE ANNOUNCER: And N-Back requires players to  
2 hold information and to update that information, adding  
3 new levels of difficulty is practice for real life,  
4 helping kids to remember what they need to do and helping  
5 them to retain what they learn.

6           ON SCREEN: Kim Sinclair  
7           Teacher Aide

8           KIM SINCLAIR: Jungle Rangers helps children be  
9 successful by allowing them to repeat different patterns  
10 and the patterns that they repeat are difficult and  
11 challenging. And the more that they can do that, the  
12 longer they can stay on that, then the better their  
13 brains will connect and be successful in other things as  
14 well.

15           MALE ANNOUNCER: Bottom line, kids who play  
16 Jungle Rangers, especially over the summer when so many  
17 simply forget --

18           ON SCREEN: Strengthens THEIR FOCUS

19           MALE ANNOUNCER: -- what it feels like to learn  
20 and remember, can be attentive and focused --

21           ON SCREEN: Alert

22           READY TO LEARN!

23           MALE ANNOUNCER: -- ready to learn the very  
24 first day class begins in the fall.

25           Here's something you should know, ifocus is a

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1 proud partner of the National PTA.

2 ON SCREEN: National Member Benefits Provider  
3 of PTA

4 MALE ANNOUNCER: It's a huge thumbs-up for the  
5 millions of parents and teachers who are all about  
6 helping kids to learn.

7 ON SCREEN: Amazing RESULTS

8 MALE ANNOUNCER: But parents can tell you, the  
9 benefits of this extraordinary game flow well beyond the  
10 classroom.

11 ON SCREEN: Marissa  
12 Chazz's Mom

13 MARISSA: It's helped a lot at the house even,  
14 not just at school. His behavior with his chores,  
15 helping out.

16 ON SCREEN: Colleen  
17 Michael and Nelson's Mom

18 COLLEEN: I see a lot more focus, a lot more  
19 motivation.

20 ON SCREEN: Kristin  
21 Anna's Mom

22 KRISTIN: She seems to be trying harder to want  
23 to do what I ask.

24 ON SCREEN: Daniel Amen, M.D.  
25 ifocus Scientific Advisor

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1 Average Self Regulation Improvement 12% in 5  
2 hours

3 DR. DANIEL AMEN: -- self-regulation that --  
4 ON SCREEN: SELF REGULATION: +38%  
5 Tiffany age 11

6 Average Self Regulation Improvement 12% in 5  
7 hours

8 DR. DANIEL AMEN: -- their scores --  
9 ON SCREEN: SELF REGULATION: +105%  
10 Chazz age 10

11 Average Self Regulation Improvement 12% in 5  
12 hours

13 DR. DANIEL AMEN: -- improved significantly.  
14 ON SCREEN: Daniel Amen, M.D.  
15 Self Regulation Secret to Success

16 DR. DANIEL AMEN: Self-regulation is really one  
17 of the secrets to long-term success.

18 The brain is so interesting. It has many  
19 different abilities. So, the ability to regulate itself  
20 comes from the front part of your brain.

21 ON SCREEN: Focus  
22 Forethought  
23 Judgement  
24 Impulse Control

25 DR. DANIEL AMEN: It helps you with things like

1 focus and forethought, judgment, impulse control.

2 ON SCREEN: Daniel Amen, M.D.

3 Evidence ifocus Helps Self Regulation

4 DR. DANIEL AMEN: And it's very exciting. With  
5 ifocus, there, in fact, is evidence that it helps them,  
6 especially in those areas of self-regulation and emotion.

7 ON SCREEN: Self-Regulation Abilities, Beyond  
8 Intelligence, Play Major Role in Early Achievement

9 MALE ANNOUNCER: And, remember, studies say  
10 self-regulation, the ability to sit still and focus --

11 ON SCREEN: academic success

12 MALE ANNOUNCER: -- can be a more powerful  
13 predictor of academic success than even your child's IQ.

14 ON SCREEN: This is a paid advertisement for  
15 the ifocus System

16 MALE ANNOUNCER: So, simply by adding Jungle  
17 Rangers to play time during the summer, your child  
18 can build the kinds of connections in the brain so  
19 important --

20 ON SCREEN: SUCCESS

21 MALE ANNOUNCER: -- for success in school and  
22 beyond.

23 ON SCREEN: ifocus

24 ON SCREEN: HOW FAR BEHIND?

25 MALE ANNOUNCER: How far behind will your child

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1 be when school starts in the fall, a month, two months?

2 It's an annual problem experts call --

3 ON SCREEN: SUMMER BRAIN DRAIN

4 MALE ANNOUNCER: -- the summer brain drain.

5 ON SCREEN: Robin Dury

6 Teacher of the Year

7 ROBIN DURY: We do testing at the end of the  
8 year and the beginning of the year and you'll see a lot  
9 of kids drop between June and September.

10 ON SCREEN: Kelly Arnold

11 Teacher

12 KELLY ARNOLD: Because of all the information  
13 that they've lost over the summer. So, it's the same  
14 test, it's just because of that two-month, three-month  
15 gap, they're performing a lot worse.

16 ON SCREEN: FIGHT

17 Summer Brain Drain

18 MALE ANNOUNCER: But, now, there's a brand new  
19 way to help fight summer brain drain. Give your child an  
20 advantage when school starts in the fall, and it's as  
21 easy as playing --

22 ON SCREEN: Fun

23 CHALLENGING GAME!

24 MALE ANNOUNCER: -- a fun, challenging computer  
25 game called Jungle Rangers. Kids love it.

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For The Record,

1 ON SCREEN: JUNGLE RANGERS

2 GAME: Jungle Rangers.

3 ON SCREEN: FIRST TIME PLAYERS! JUNGLE RANGERS

4 CHILD: It was really fun.

5 CHILD: It's like a puzzle.

6 CHILD: It's fun.

7 CHILD: It's just an awesome game.

8 MALE ANNOUNCER: Imagine how you'll feel seeing  
9 your child --

10 ON SCREEN: Focus Succeed

11 MALE ANNOUNCER: -- focus and success simply by  
12 having fun.

13 ON SCREEN: JUNGLE RANGERS

14 EVERYONE E CONTENT RATED BY ESRB

15 Ages 6-12

16 MALE ANNOUNCER: Rated E for everyone and  
17 created especially for children aged 6 to 12. The ifocus  
18 Jungle Rangers system has won more than a dozen awards  
19 for its innovative approach and --

20 ON SCREEN: National Member Benefits Provider  
21 of PTA

22 MALE ANNOUNCER: -- proudly partners with the  
23 National PTA to benefit its millions of parent and  
24 teacher members.

25 ON SCREEN: Julie For The Record, Inc. (301)

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1 Zach's Mom

2 JULIE: This is a great way to strengthen their  
3 brain, which is their biggest asset in life.

4 MALE ANNOUNCER: Now, it's your turn to  
5 experience what thousands of families all over the  
6 country have already discovered with the award-winning  
7 innovative ifocus system.

8 ON SCREEN: Alitza

9 Isaac's Mom

10 ALITZA: I would say that it's a game that  
11 gives you results.

12 ON SCREEN: Kelly Individual Result

13 Cami and Kemp's Mom

14 Your child may not be as successful

15 KELLY: And this was the first time -- well, he  
16 got all As and one A minus.

17 ON SCREEN: Jackson age 11 THINKING: +105%

18 Average Thinking Improvement 4% in 5 hours

19 Anna age 10 SELF REGULATION: +200%

20 Average Self Regulation Improvement 12% in 5

21 hours

22 Zach age 11 SUSTAINED ATTENTION: +250%

23 Average Sustained Attention Improvement 14% in

24 5 hours

25 Chazz age 10 SELF REGULATION: +105%

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1 Average Self Regulation Improvement 12% in 5  
2 hours

3 Isaac age 9 EMOTION: +305%

4 Average Emotional Improvement 28% in 5 hours

5 Tiffany age 11 EMOTION: +75%

6 Average Emotional Improvement 8% in 5 hours

7 Forrester age 10 THINKING: +95%

8 Average Thinking Improvement 4% in 5 hours

9 MALE ANNOUNCER: And seeing kids like yours  
10 succeed simply by playing this powerful innovative game  
11 is what motivates ifocus founder John Able.

12 ON SCREEN: John Able

13 Parent, ifocus Founder

14 JOHN ABLE: I've been driven completely by the  
15 thought that I'd help kids.

16 MALE ANNOUNCER: John has six children of his  
17 own, so parent to parent he knows the value of a product  
18 that can give your child an advantage.

19 ON SCREEN: John Able

20 Parent, ifocus Founder

21 JOHN ABLE: I call them -- I call them arrows  
22 in your quiver or tools in your toolbox. The more tools  
23 you have, the better parenting you can do.

24 MALE ANNOUNCER: And John wants every parent to  
25 experience the power of the ifocus Jungle Rangers Brain

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1 Training System, so he's making you an incredible parent  
2 to parent promise.

3 ON SCREEN: PARENT TO PARENT PROMISE

4 6 MONTHS

5 100% MONEY BACK GUARANTEE

6 IMPROVE:

7 FOCUS

8 ATTENTION

9 MEMORY

10 SCHOOL WORK

11 SELF ESTEEM

12 MALE ANNOUNCER: Order now, put ifocus to the  
13 test in your own home. Take six months, yes, six full  
14 months to put the ifocus system to the test and truly  
15 discover its ultimate potential for you and your children  
16 or your money back.

17 JOHN ABLE: That's the kind of company we are.  
18 We're a human company. Very human. The fact that  
19 children's lives are changed is important to me.

20 ON SCREEN: PARENT TO PARENT PROMISE

21 6 MONTHS

22 100% MONEY BACK GUARANTEE

23 MALE ANNOUNCER: And with his personal parent  
24 to parent promise, you have a money back guarantee. Your  
25 child will be --

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1           ON SCREEN:  Focused  
2           On Task  
3           Attentive  
4           MALE ANNOUNCER:  -- focused, on task, attentive  
5   or your money back.  
6           ON SCREEN:  Order Now  
7           ifocus  
8           \$14.95 PLUS S&H  
9           30 DAY TRIAL  
10          EXCLUSIVE TV OFFER  
11          JUNGLE RANGERS  
12          CALL NOW  1-800-624-0737  www.junglerangers.com  
13          MALE ANNOUNCER:  Order right now and try ifocus  
14   for only \$14.95.  
15          ON SCREEN:  Product Information shown above  
16          BRAIN TRAINING SYSTEM  
17          MALE ANNOUNCER:  We'll send you the ifocus  
18   Jungle Rangers Brain Training System --  
19          ON SCREEN:  Product Information shown above  
20          FIGHT Summer Brain Drain  
21          MALE ANNOUNCER:  -- with everything your child  
22   needs to stay sharp and focused over the summer.  
23          ON SCREEN:  Product Information shown above  
24          INCLUDES    9 JUNGLE RANGERS GAMES  
25          GAME CD                            For The Record, Inc.   (301) 870-8025 -  
26   www.ftrinc.net - (800) 921-5555

1                   MALE ANNOUNCER: Of course, you'll get the  
2                   incredible Jungle Rangers game CD.

3                   ON SCREEN: Product Information shown above  
4                   First 500 Orders  
5                   FREE BONUS  
6                   FREE  
7                   Science Behind the Game AUDIO CD

8                   MALE ANNOUNCER: But the first 500 orders also  
9                   receive this terrific bonus, an in-depth parent audio CD  
10                  detailing the science behind the groundbreaking ifocus  
11                  program.

12                  ON SCREEN: Product Information shown above  
13                  FREE  
14                  There's More  
15                  Focus on Behavior  
16                  HANDBOOK + AUDIO CD

17                  MALE ANNOUNCER: And there's more. Learn and  
18                  recognize good and bad behavioral problems with this free  
19                  Focus on Behavior handbook and accompanying audio CD.

20                  ON SCREEN: Product Information shown above  
21                  FREE  
22                  Plus Additional BONUS EXTRAS!

23                  MALE ANNOUNCER: Plus these additional Jungle  
24                  Rangers extras, all at absolutely no extra cost.

25                                 For The Record, Inc.   (301) 870-8025 - [www.ftrinc.net](http://www.ftrinc.net) -  
26                                 (800) 921-5555



1           30 DAY TRIAL  
2           EXCLUSIVE TV OFFER  
3           CALL NOW 1-800-624-0737 www.JungleRangers.com  
4           Entire ifocus BRAIN TRAINING SYSTEM  
5           MALE ANNOUNCER: Call or click to order now and  
6 we'll send you this entire system with everything you see  
7 here to simply try for a full month in your own home for  
8 just \$14.95.

9           ON SCREEN: Product Information Shown Above  
10          And It Gets Better!

11          CALL in the next 18 MINUTES!

12          FREE SHIPPING & HANDLING

13          MALE ANNOUNCER: And it gets even better.  
14 Order in the next 18 minutes and we'll ship this total  
15 and complete breakthrough system, including all the free  
16 extras and bonus items right to your door for free.  
17 That's right, absolutely free shipping and handling when  
18 you call and order right away.

19          ON SCREEN: Product Information Shown Above  
20          Brandon Sportel  
21          Teacher

22          BRANDON SPORTEL: I think it's important for my  
23 students to play Jungle Rangers over the summer so we  
24 keep those neurons firing.

25          ON SCREEN: Product Information Shown Above

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For

1 Kelly Arnold

2 Teacher

3 KELLY ARNOLD: I definitely think that using  
4 Jungle Rangers over the summer would be very beneficial  
5 for kids.

6 ON SCREEN: ifocus

7 \$14.95 PLUS s&h

8 30 DAY TRIAL

9 EXCLUSIVE TV OFFER

10 NOT AVAILABLE IN STORES!

11 CALL NOW 1-800-624-0737 [www.JungleRangers.com](http://www.JungleRangers.com)

12 MALE ANNOUNCER: The ifocus Jungle Rangers  
13 brain training system is not available in stores. It's  
14 only available online or through this exclusive  
15 television offer. So, call or click on  
16 [JungleRangers.com](http://JungleRangers.com). Make the commitment right now to help  
17 your child's brain stay sharp and alert over the summer.

18 ON SCREEN: PARENT TO PARENT PROMISE

19 6 MONTHS

20 100% MONEY BACK GUARANTEE

21 ifocus

22 \$14.95 PLUS s&h

23 30 DAY TRIAL

24 EXCLUSIVE TV OFFER

25 CALL NOW 1-800-624-0737 [www.JungleRangers.com](http://www.JungleRangers.com)

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1           MALE ANNOUNCER: And, remember, with the ifocus  
2 system and our exclusive parent to parent promise, your  
3 child will be focused --

4           ON SCREEN: Production information shown above  
5           Focus  
6           Succeed  
7           Order Now

8           MALE ANNOUNCER: -- on task and ready to  
9 succeed in the fall or your money back. Order right now.

10          ON SCREEN: ifocus  
11          \$14.95 PLUS s&h  
12          30 DAY TRIAL

13          EXCLUSIVE TV OFFER

14          CALL NOW 1-800-624-0737 [www.JungleRangers.com](http://www.JungleRangers.com)

15          UNIDENTIFIED FEMALE: 100 percent recommend it.

16          CHILD: The best thing about Jungle Rangers is  
17 everything.

18          ON SCREEN: CALL or Click  
19 TO ORDER NOW!

20          ifocus  
21          \$14.95 PLUS s&h  
22          30 DAY TRIAL

23          EXCLUSIVE TV OFFER

24          CALL NOW 1-800-624-0737 [www.JungleRangers.com](http://www.JungleRangers.com)

25          MALE ANNOUNCER: Call 1-800-624-0737 for the

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For

1 ifocus system. That's 1-800-624-0737. Call now, 1-800-  
2 624-0737.

3 ON SCREEN: IS YOUR CHILD READY TO LEARN?

4 MALE ANNOUNCER: Will your child be ready to  
5 learn when school starts again in the fall? Studies  
6 prove it.

7 ON SCREEN: child's brain shrink  
8 students return to school after a long summer  
9 vacation, they've lost one to three months worth of  
10 learning.

11 MALE ANNOUNCER: Over the summer, kids become  
12 rusty. Their memory and attention muscles weaken.

13 ON SCREEN: BORED

14 DISTRACTED

15 DISRUPTIVE

16 MALE ANNOUNCER: That can mean they're bored in  
17 class, easily distracted and sometimes disruptive.

18 ON SCREEN: 1-800-624-0737

19 [www.JungleRangers.com](http://www.JungleRangers.com)

20 TAFFIE: Every parent-teacher conference it's  
21 always --

22 ON SCREEN: Taffie 1-800-624-0737

23 Trista's Mom [www.JungleRangers.com](http://www.JungleRangers.com)

24 TAFFIE: -- you know, she's a little  
25 chatterbox, we have a hard time keeping her in her seat.

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1           ON SCREEN: Denise                   1-800-624-0737  
2           Seth's Mom                           www.JungleRangers.com

3           DENISE: Every single day I was getting calls  
4 from the teacher or he was getting sent to the office.

5           ON SCREEN: Gwen                   1-800-624-0737  
6           Carter's Grandmother           www.JungleRangers.com

7           GWEN: Text messages about, you know, the  
8 classroom behaviors.

9           ON SCREEN: Robin Dury           1-800-624-0737  
10          Teacher of the Year           www.JungleRangers.com

11          ROBIN DURY: I see it, plain as day, those kids  
12 are so distracted that really keeps them behind, and the  
13 longer they go in school, the further behind they get.

14          ON SCREEN: 1-800-624-0737  
15          www.JungleRangers.com

16          MALE ANNOUNCER: We knew that since teachers  
17 have a front row to students with summer attention and  
18 focus problems, they would be the toughest critics of the  
19 ifocus Jungle Rangers system. And we were right.

20          ON SCREEN: Robin Dury           1-800-624-0737  
21          Teacher of the Year           www.JungleRangers.com

22          ROBIN DURY: I had never heard of something  
23 that actually builds your focus.

24          ON SCREEN: Brandon Sportel   1-800-624-0737  
25          Teacher                           www.JungleRangers.com

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1           BRANDON SPORTEL: My reaction was, can a video  
2 game do this?

3           MALE ANNOUNCER: So, we asked several  
4 elementary school teachers to incorporate the game into  
5 their weekly schedule --

6           ON SCREEN: Honest Feedback

7           1-800-624-0737

8           www.JungleRangers.com

9           MALE ANNOUNCER: -- and to give us their honest  
10 feedback about what they noticed.

11          ON SCREEN: Barbara Shaw           1-800-624-0737

12          Computer Teacher               www.JungleRangers.com

13          BARBARA SHAW: I'm kind of shocked. I've been  
14 trying to talk to them a little bit, but I'm their  
15 distraction. So, they don't want to talk to me right  
16 now. They just want to focus on what they're doing.

17          ON SCREEN: Intense

18          FOCUS AND CONCENTRATION

19          MALE ANNOUNCER: That intense focus and  
20 concentration didn't end when the computers were turned  
21 off.

22          ON SCREEN: Positive Changes

23          MALE ANNOUNCER: Teachers quickly saw the  
24 positive changes Jungle Rangers made, even for the most  
25 distracted students.

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1 ON SCREEN: 1-800-624-0737

2 www.JungleRangers.com

3 LAVONNE RIGGS: I have seen a vast improvement.

4 ON SCREEN: Lavonne Riggs 1-800-624-0737

5 Class is Motivated and Focus

6 www.JungleRangers.com

7 LAVONNE RIGGS: This class seems to be

8 motivated and focused and the only thing we're doing

9 differently is Jungle Rangers.

10 ON SCREEN: Kelly Arnold 1-800-624-0737

11 Definitely Recommend Jungle Rangers

12 www.JungleRangers.com

13 KELLY ARNOLD: I definitely recommend it. I've

14 already recommended it to several teachers at my school

15 and other parents.

16 ON SCREEN: Barbara Shaw 1-800-624-0737

17 Engaging Their Brains

18 www.JungleRangers.com

19 BARBARA SHAW: They're actually learning

20 something and having to engage different parts of their

21 brain, but they're having a good time doing it.

22 ON SCREEN: Focus Succeed

23 1-800-624-0737

24 www.JungleRangers.com

25 MALE ANNOUNCER: And teachers say engaging

For

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1 different parts of the brain, making new connections is  
2 exactly what will help students to focus and succeed in  
3 the classroom, especially during those critical first few  
4 months of the school year when so many are already  
5 behind.

6 ON SCREEN: Lori Jensen 1-800-624-0737  
7 Principal, 30 Years in Education  
8 www.JungleRangers.com

9 LORI JENSEN: Because you can't really teach a  
10 child to think. Being able to use the Jungle Rangers and  
11 having the students actually learn how to think through a  
12 problem of how to make those choices and how to think for  
13 themselves.

14 ON SCREEN: Jane Marshall 1-800-624-0737  
15 Teacher www.JungleRangers.com

16 JANE MARSHALL: And my observation of the  
17 program, from what I've seen, is that it is trying to  
18 create more branches in the brain for those higher level  
19 thinking skills.

20 ON SCREEN: HIGHER LEVEL THINKING SKILLS

21 THINK THROUGH PROBLEMS

22 FILTER OUT DISTRACTIONS

23 Focus

24 Absorb

25 Remember

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1           MALE ANNOUNCER: Higher level thinking skills,  
2           the ability to think through a problem, to filter out  
3           distractions, focus on the task at hand, to absorb and  
4           remember important information.

5           ON SCREEN: Focus  
6           AND MEMORY MUSCLES  
7           1-800-624-0737  
8           www.JungleRangers.com

9           MALE ANNOUNCER: Kids who play Jungle Rangers  
10          flex their focus and memory muscle. That's a critical  
11          advantage, especially over the summer when so many  
12          students lose focus.

13          ON SCREEN: Kelly Arnold           1-800-624-0737  
14          Teacher                           www.JungleRangers.com

15          KELLY ARNOLD: We want to continue to have them  
16          exercise their brain over the summer so that, you know,  
17          those neurons are continuing to fire so that when they  
18          start the school year next year, they're, you know, right  
19          where they left off.

20          ON SCREEN: 1-800-624-0737  
21          www.JungleRangers.com

22          MALE ANNOUNCER: And keeping their brain  
23          exercised, ready to learn is easy and fun --

24          ON SCREEN: Fun:

25          EASY GAME!                           For The Record, Inc.   (301) 870-8025

26          - www.ftrinc.net - (800) 921-5555

1 1-800-624-0737

2 www.JungleRangers.com

3 MALE ANNOUNCER: -- with the Jungle Rangers

4 game because, plain and simple, kids love playing it.

5 ON SCREEN: Kids Love

6 JUNGLE RANGERS

7 1-800-624-0737

8 www.JungleRangers.com

9 CHILD: You get to jump on logs.

10 CHILD: I'm talking to a man in a frog costume.

11 CHILD: I would play it every day.

12 CHILD: And I'm a trainee Jungle Ranger. This

13 game is really fun.

14 CHILD: This is the funnest game on earth.

15 MALE ANNOUNCER: Kids love playing ifocus

16 Jungle Rangers. Parents, teachers and even the kids love

17 the results. It's one reason ifocus has partnered with

18 the National PTA --

19 ON SCREEN: National Member Benefits Provider

20 of PTA

21 MALE ANNOUNCER: -- to benefit its millions of

22 parent and teacher members.

23 ON SCREEN: Kelly Arnold 1-800-624-0737

24 Teacher www.JungleRangers.com

25 KELLY ARNOLD: The PTA is a very big deal.

For

26 The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555

1                   ON SCREEN: Robin Dury                   1-800-624-0737  
2                   Teacher of the Year                   www.JungleRangers.com

3                   ROBIN DURY: It really shows me, as a teacher,  
4 that, hey, this is a product that I would be really  
5 interested in looking at.

6                   ON SCREEN: 1-800-624-0737  
7                   www.JungleRangers.com

8                   MALE ANNOUNCER: From teachers who tried the  
9 ifocus Jungle Rangers system in their own classrooms to  
10 the parents who see the --

11                   ON SCREEN: Incredible RESULTS

12                   MALE ANNOUNCER: -- incredible results, we hear  
13 it over and over again.

14                   ON SCREEN: Attentive  
15 Focused  
16 On Task

17                   MALE ANNOUNCER: Kids who play Jungle Rangers  
18 are attentive, focused and able to stay on task.  
19 And, remember, it's that ability to stay focused that  
20 studies --

21                   ON SCREEN: Self-regulation key to academic  
22 success  
23 directly related to academic performance

24                   MALE ANNOUNCER: -- say can be even more  
25 important than IQ when it comes to success in the

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For The

1 classroom.

2

3 ON SCREEN: Brandon Sportel

4 Jungle Rangers Makes a Difference

5 BRANDON SPORTEL: So, Jungle Rangers is really  
6 important because if we can even get 10, 15, 20, 25 more  
7 minutes out of a student attentive-wise and focus, that  
8 can make all the difference.

9 ON SCREEN: Jennifer 1-800-624-0737

10 Kaida's Mom www.JungleRangers.com

11 JENNIFER: I really didn't expect to see that  
12 big of a change that quickly.

13 ON SCREEN: 1-800-624-0737

14 www.JungleRangers.com

15 BRANDON SPORTEL: I did not expect the  
16 overwhelming response from the parents that this game  
17 made a difference in their kids' lives.

18 ON SCREEN: Alitza 1-800-624-0737

19 Issac's Mom www.JungleRangers.com

20 ALITZA: Oh, my gosh, this game is amazing, 100  
21 percent recommend it. And he likes that, he enjoys it.  
22 And that's what makes me very happy.

23 ON SCREEN: Gwen 1-800-624-0737

24 Carter's Grandmother www.JungleRangers.com

25 GWEN: As a grandmother, yes, I would

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1 definitely recommend Jungle Rangers to other parents.

2 ON SCREEN: 1-800-624-0737

3 www.JungleRangers.com

4 BRANDON SPORTEL: I'm totally convinced.

5 ON SCREEN: Carter 1-800-624-0737

6 I Concentrate More www.JungleRangers.com

7 CARTER: I kind of feel the same, just I

8 concentrate more.

9 ON SCREEN: Cami 1-800-624-0737

10 I Focus More www.JungleRangers.com

11 CAMI: And I focus more on my homework.

12 ON SCREEN: C.J. 1-800-624-0737

13 You Just Remember www.JungleRangers.com

14 C.J.: And you just remember a bunch of things.

15 ON SCREEN: Nelson 1-800-624-0737

16 It Makes Your Brain Work www.JungleRangers.com

17 NELSON: It makes your brain work.

18 ON SCREEN: Lindsey 1-800-624-0737

19 It's Just Fun www.JungleRangers.com

20 LINDSEY: It's just fun.

21 ON SCREEN: This is a paid advertisement for

22 the ifocus System

23 UNIDENTIFIED MALE: This is one thing that I'm

24 very glad my wife and I decided to do. I think it's been

25 beneficial for our boys. Thank you. That's about what I

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1 want to say. Thank you for ifocus.

2 ON SCREEN: ifocus

3 \$14.95 PLUS S&H

4 30 DAY TRIAL

5 EXCLUSIVE TV OFFER

6 Entire ifocus BRAIN TRAINING SYSTEM

7 CALL NOW 1-800-624-0737 www.junglerangers.com

8 MALE ANNOUNCER: Right now, through this

9 extraordinary and exclusive offer, you can get the entire

10 ifocus Jungle Rangers Brain Training System --

11 ON SCREEN: ifocus

12 \$14.95 PLUS S&H

13 30 DAY TRIAL

14 EXCLUSIVE TV OFFER

15 INCLUDES 9 JUNGLE RANGERS GAMES

16 CALL NOW 1-800-624-0737 www.junglerangers.com

17 MALE ANNOUNCER: -- including all nine Jungle

18 Rangers games. Find out for yourself how effective it

19 really is by simply trying it for a full 30 days for just

20 \$14.95.

21 ON SCREEN: Order Now

22 ifocus

23 \$14.95 PLUS S&H

24 30 DAY TRIAL

25 EXCLUSIVE TV OFFER

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1 Science Behind the Game AUDIO CD

2 MALE ANNOUNCER: But the first 500 orders will  
3 also receive this important bonus, an in-depth parent  
4 audio CD detailing the science behind the groundbreaking  
5 ifocus program.

6 ON SCREEN: Product Information shown above

7 FREE

8 There's More

9 Focus on Behavior

10 HANDBOOK + AUDIO CD

11 MALE ANNOUNCER: And there's more. You'll  
12 learn to recognize good and bad behavioral problems with  
13 this free focus on behavior handbook and accompanying  
14 audio CD --

15 ON SCREEN: Product Information shown above

16 FREE

17 Plus Additional BONUS EXTRAS!

18 MALE ANNOUNCER: -- plus these additional  
19 Jungle Rangers extras all at absolutely no extra cost.

20 ON SCREEN: CALL OR Click

21 TO ORDER NOW!

22 ifocus

23 \$14.95 PLUS s&h

24 30 DAY TRIAL

25 EXCLUSIVE TV OFFER

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1 CALL NOW 1-800-624-0737 www.JungleRangers.com

2 MALE ANNOUNCER: Call or click to order now and  
3 we'll send you this entire system with everything you see  
4 here to simply try for a full month in your own home for  
5 just \$14.95.

6 ON SCREEN: Product Information Shown Above  
7 And It Gets Better!

8 CALL in the next 18 MINUTES!

9 FREE SHIPPING & HANDLING

10 MALE ANNOUNCER: And it gets even better.  
11 Order in the next 10 minutes and we'll ship this total  
12 and complete breakthrough system, including all the free  
13 extras and bonus items, right to your door for free.  
14 That's right, absolutely free shipping and handling when  
15 you call and order right away.

16 ON SCREEN: Product information shown above  
17 NOT AVAILABLE IN STORES!

18 MALE ANNOUNCER: The ifocus Jungle Rangers  
19 Brain Training System is not available in stores. It's  
20 only available online or through this exclusive  
21 television offer. Call or click on JungleRangers.com and  
22 make the commitment now --

23 ON SCREEN: Product information shown above  
24 FIGHT Summer Brain Drain

25 MALE ANNOUNCER: -- to keep your child's brain

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

1 sharp and alert over the summer.

2 ON SCREEN: PARENT TO PARENT PROMISE

3 6 MONTHS

4 100% MONEY BACK GUARANTEE

5 ifocus

6 \$14.95 PLUS s&h

7 30 DAY TRIAL

8 EXCLUSIVE TV OFFER

9 Focus

10 Succeed

11 CALL NOW 1-800-624-0737 [www.JungleRangers.com](http://www.JungleRangers.com)

12 MALE ANNOUNCER: And, remember, with the ifocus

13 system and our exclusive parent to parent promise, your

14 child will be focused, on task and ready to succeed in

15 the fall or your money back. Order now.

16 ON SCREEN: CALL or Click

17 PARENT TO PARENT PROMISE

18 6 MONTHS

19 100% MONEY BACK GUARANTEE

20 ifocus

21 \$14.95 PLUS s&h

22 30 DAY TRIAL

23 EXCLUSIVE TV OFFER

24 CALL NOW 1-800-624-0737 [www.JungleRangers.com](http://www.JungleRangers.com)

25 MALE ANNOUNCER: Call 1-800-624-0737 for the

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For

1 ifocus system. That's 1-800-624-0737. Call now, 1-800-  
2 624-0737.

3 MALE ANNOUNCER: Over the summer break --

4 ON SCREEN: CAN'T FOCUS

5 CAN'T PAY ATTENTION

6 MALE ANNOUNCER: -- school is the last thing on  
7 a kid's mind, and it literally does affect their brain.  
8 Their focusing muscles become rusty. It's harder for  
9 them to sit and pay attention.

10 ON SCREEN: SUMMER BRAIN DRAIN

11 MALE ANNOUNCER: Teachers call it the summer  
12 brain drain. They see it in kids who just can't seem to  
13 catch up after the summer break.

14 ON SCREEN: Brandon Sportel

15 Teacher

16 BRANDON SPORTEL: I think the toughest call  
17 that a teacher has to make to a parent is that their  
18 child is failing.

19 MALE ANNOUNCER: But, now, you can help ensure  
20 your child stays --

21 ON SCREEN: FIGHT

22 Summer Brain Drain

23 MALE ANNOUNCER: -- sharp and focused over the  
24 summer so once school begins in the fall, he or she is --

25 ON SCREEN: Alert For The Record, Inc. (301)

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1           READY TO LEARN!

2           MALE ANNOUNCER: -- alert and ready to learn  
3 with the ifocus Jungle Rangers Brain Training System.  
4 Parents, teachers and experts love the ifocus approach,  
5 awarding it top honors from more than a dozen highly  
6 prestigious organizations.

7           BRANDON SPORTEL: Jungle Rangers did everything  
8 right.

9           DR. DANIEL AMEN: Here, we had developers, in a  
10 thoughtful way --

11           ON SCREEN: Daniel Amen, M.D.  
12 ifocus Scientific Advisor  
13 1-800-624-0737  
14 www.JungleRangers.com

15           DR. DANIEL AMEN: -- develop a game to actually  
16 strengthen the connections in the brain.

17           ON SCREEN: 1-800-624-0737  
18 www.JungleRangers.com

19           MALE ANNOUNCER: Brain specialists and ifocus  
20 scientific advisor, Dr. Daniel Amen, is impressed with  
21 the way the ifocus system works. He saw results from  
22 kids who played Jungle Rangers for only a few hours.

23           DR. DANIEL AMEN: It's a very interesting term  
24 called "long-term potentiation." So, what that means is  
25 the connections between cells --

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1 ON SCREEN: CONNECTIONS BECOME STRONGER

2 DR. DANIEL AMEN: -- actually become stronger.

3 ON SCREEN: 1-800-624-0737

4 www.JungleRangers.com

5 MALE ANNOUNCER: And when he studied a group of  
6 children before and after playing the Jungle Rangers  
7 game, Dr. Amen discovered a pattern. Jungle Rangers  
8 creates the kinds of measurable changes in the brain that  
9 are key to success.

10 ON SCREEN: SELF REGULATION: +25%

11 Anna age 10

12 Average Self Regulation Improvement 12% in 5  
13 hours

14 DR. DANIEL AMEN: What we found was their  
15 ability to --

16 ON SCREEN: SELF REGULATION: +38%

17 Tiffany age 11

18 Average Self Regulation Improvement 12% in 5  
19 hours

20 DR. DANIEL AMEN: -- regulate themselves, so  
21 self-regulation --

22 ON SCREEN: SELF REGULATION: +105%

23 Chazz age 10

24 Average Self Regulation Improvement 12% in 5  
25 hours

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

1 DR. DANIEL AMEN: -- and emotion --

2 ON SCREEN: EMOTION: +25%

3 Jackson age 11

4 Average Emotional Improvement 28% in 5 hours

5 DR. DANIEL AMEN: -- statistically

6 significantly, increased --

7 ON SCREEN: EMOTION: +29%

8 Zach age 11

9 Average Emotional Improvement 28% in 5 hours

10 DR. DANIEL AMEN: -- after the kids --

11 ON SCREEN: EMOTION: +350%

12 Isaac age 9

13 Average Emotional Improvement 28% in 5 hours

14 DR. DANIEL AMEN: -- played the game.

15 ON SCREEN: Self-Regulation Supports Student

16 Learning and Achievement

17 MALE ANNOUNCER: And, remember, studies say

18 it's self-regulation, not necessarily IQ, that helps

19 ensure academic success.

20 ON SCREEN: Anna Individual Result

21 age 10 Your child may not be as successful.

22 ANNA: In school, I have noticed that I can

23 focus better.

24 ON SCREEN: Kristin Individual Result

25 Anna's Mom Your child may not be as successful.

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1 KRISTIN: We had the best parent-teacher  
2 conference that we've ever had.

3 ON SCREEN: 1-800-624-0737  
4 www.JungleRangers.com

5 ANNA: I just notice a lot of improvement.

6 KRISTIN: I've been happy with the results.  
7 I've been happy with how she's felt about it.

8 ANNA: I have more confidence in myself.

9 ON SCREEN: Confidence  
10 Improvement

11 Better Performance

12 1-800-624-0737

13 www.JungleRangers.com

14 MALE ANNOUNCER: Confidence, improvement,  
15 better school performance. With the ifocus system, we  
16 hear it over and over again.

17 ON SCREEN: Science Fun

18 1-800-624-0737

19 www.JungleRangers.com

20 MALE ANNOUNCER: This innovative combination of  
21 challenging fun and sophisticated science really does  
22 make a difference --

23 ON SCREEN: JUNGLE RANGERS

24 1-800-624-0737

25 www.JungleRangers.com

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1           MALE ANNOUNCER:  -- keeping young brains sharp  
2           and focused, especially over the summer when so many kids  
3           suffer --

4           ON SCREEN:  SUMMER BRAIN DRAIN  
5           1-800-624-0737  
6           www.JungleRangers.com

7           MALE ANNOUNCER:  -- from summer brain drain.  
8           Even so, pediatric nurse and mother of nine,  
9           Taffie Evans, was very skeptical about the ifocus Jungle  
10          Rangers system.

11          ON SCREEN:  Taffie                   1-800-624-0737  
12          Trista's Mom                   www.JungleRangers.com

13          TAFFIE:  I think video games are a waste of  
14          time.  TV and video games, they just suck the life out of  
15          children.

16          ON SCREEN:  1-800-624-0737  
17          www.JungleRangers.com

18          MALE ANNOUNCER:  Her daughter Trista is a  
19          bubbly six-year-old who's very bright.

20          ON SCREEN:  Trista                   1-800-624-0737  
21          age 6                           www.JungleRangers.com

22          TRISTA:  I'm good at math.  I'm good at almost  
23          everything at school but spelling.

24          MALE ANNOUNCER:  But Trista was having problems  
25          at school.                   For The Record, Inc.  (301) 870-8025 -  
26          www.ftrinc.net - (800) 921-5555

1 ON SCREEN: 1-800-624-0737

2 www.JungleRangers.com

3 TAFFIE: Every parent-teacher conference it's  
4 always, you know, she's a little chatterbox, we have a  
5 hard time keeping her in her seat.

6 MALE ANNOUNCER: That was before Trista started  
7 playing the ifocus Jungle Rangers game.

8 ON SCREEN: 1-800-624-0737

9 www.JungleRangers.com

10 TAFFIE: So, we went to this parent-teacher  
11 conference this last time. She said, I don't know what  
12 you're doing at home, but you need to keep it up because  
13 it's helping her.

14 MALE ANNOUNCER: Playing Jungle Rangers really  
15 has made a difference for Trista.

16 TAFFIE: I would recommend ifocus to anyone  
17 who's having trouble keeping their children's attention.  
18 Like I said before, I was completely skeptical.

19 ON SCREEN: Taffie 1-800-624-0737

20 Pediatric Nurse www.JungleRangers.com

21 TAFFIE: I honestly and truly did not think it  
22 was going to work for my children. And, now, I'm a  
23 believer.

24 ON SCREEN: 1-800-624-0737

25 www.JungleRangers.com

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1 TRISTA: It does help me pay attention.

2 ON SCREEN: Daniel Amen, M.D. 1-800-624-0737

3 Brain Imaging Specialist

4 www.JungleRangers.com

5 DR. DANIEL AMEN: So, I think any kid will  
6 benefit from this, and the reason I say that is I love  
7 the approach.

8 ON SCREEN: 1-800-624-0737

9 www.JungleRangers.com

10 DR. DANIEL AMEN: It's a brain training  
11 exercise. None of it's hard. I mean, that's sort of  
12 the exciting thing. None of it's hard. And it can give  
13 you a big benefit. And as a parent, you feel confident  
14 that --

15 ON SCREEN: This is a paid advertisement for  
16 the ifocus System.

17 DR. DANIEL AMEN: -- this is helping my child  
18 and not hurting my child.

19 ON SCREEN: Colleen  
20 Michael and Nelson's Mom

21 COLLEEN: I could see the improvement in him.

22 ON SCREEN: Susan 1-800-624-0737

23 Forrester's Mom www.JungleRangers.com

24 SUSAN: Things come easier.

25 ON SCREEN: Kristin 1-800-624-0737

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For

1 Anna's Mom www.JungleRangers.com

2 KRISTIN: She's been better at being a self-  
3 starter.

4 ON SCREEN: Connie 1-800-624-0737

5 Landon's Mom www.JungleRangers.com

6 CONNIE: He was able to follow directions a lot  
7 better.

8 ON SCREEN: Garth 1-800-624-0737

9 Zak and Zane's Dad www.JungleRangers.com

10 GARTH: The fact that he came home and wanted  
11 to do his homework.

12 ON SCREEN: Marissa 1-800-624-0737

13 Chazz's Mom www.JungleRangers.com

14 MARISSA: When I come home from work, his  
15 chores are done.

16 ON SCREEN: Adell 1-800-624-0737

17 Tiffany's Mom www.JungleRangers.com

18 ADELL: I definitely would recommend it.

19 ON SCREEN: You've Seen It

20 You've Heard It

21 Attentive Focused On Task

22 1-800-624-0737

23 www.JungleRangers.com

24 MALE ANNOUNCER: You've seen it, you've heard  
25 it. Kids who play Jungle Rangers are attentive, focused

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1 and able to stay on task.

2 ON SCREEN: Research has shown self-regulation  
3 is far more important than IQ

4 MALE ANNOUNCER: And, remember, it's that  
5 ability to stay focused that studies say is even more  
6 important than IQ when it comes to success in the  
7 classroom. Don't wait another second to help ensure your  
8 child is focused and prepared to learn once school begins  
9 again in the fall.

10 ON SCREEN: Final Opportunity TO ORDER

11 MALE ANNOUNCER: This is your final opportunity  
12 to order the incredible ifocus Brain Training System, the  
13 brand new way to help --

14 ON SCREEN: FIGHT

15 Summer Brain Drain

16 MALE ANNOUNCER: -- fight summer brain drain.

17 And it's as easy as having your child play a --

18 ON SCREEN: Fun

19 CHALLENGING COMPUTER GAME

20 MALE ANNOUNCER: -- fun, challenging computer  
21 game called Jungle Rangers. Kids love it.

22 ON SCREEN: JUNGLE RANGERS

23 GAME: Jungle Rangers.

24 ON SCREEN: FIRST TIME PLAYERS! JUNGLE RANGERS

25 CHILD: It is really fun. For The Record, Inc.

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1 CHILD: It's like a puzzle.

2 CHILD: It's fun.

3 CHILD: It's just an awesome game.

4 MALE ANNOUNCER: Imagine how you'll feel seeing  
5 your child focus and succeed simply by having fun.

6 ON SCREEN: JUNGLE RANGERS

7 EVERYONE E CONTENT RATED BY ESRB

8 Ages 6-12

9 MALE ANNOUNCER: Rated E for everyone and  
10 created especially for children aged 6 to 12, the ifocus  
11 Jungle Rangers system has won more than a dozen awards  
12 for its innovative approach and proudly partners --

13 ON SCREEN: National Member Benefits Provider  
14 of PTA

15 MALE ANNOUNCER: -- with the National PTA to  
16 benefit its millions of parent and teacher members.

17 ON SCREEN: Julie

18 Zach's Mom

19 JULIE: This is a great way to strengthen their  
20 brain which is their biggest asset in life.

21 MALE ANNOUNCER: Now, it's your turn to  
22 experience what thousands of families all over the  
23 country have already discovered with the award-winning  
24 innovative ifocus system.

25 UNIDENTIFIED FEMALE: I would say that it's a

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1 game that gives you results.

2 ON SCREEN: Individual Result

3 Your child may not be as successful.

4 UNIDENTIFIED FEMALE: And this was the first  
5 time -- well, he got all As and one A minus.

6 ON SCREEN: Jackson age 11 THINKING: +105%

7 Average Thinking Improvement 4% in 5 hours

8 Anna age 10 SELF REGULATION: +200%

9 Average Self Regulation Improvement 12% in 5

10 hours

11 Zach age 11 SUSTAINED ATTENTION: +250%

12 Average Sustained Attention Improvement 14% in

13 5 hours

14 Chazz age 10 SELF REGULATION: +105%

15 Average Self Regulation Improvement 12% in 5

16 hours

17 Isaac age 9 EMOTION: +305%

18 Average Emotional Improvement 28% in 5 hours

19 Tiffany age 11 EMOTION: +75%

20 Average Emotional Improvement 8% in 5 hours

21 Forrester age 10 THINKING: +95%

22 Average Thinking Improvement 4% in 5 hours

23 MALE ANNOUNCER: And seeing kids like yours

24 succeed simply by playing this powerful innovative game

25 is what motivates ifocus founder John Able.

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1 ON SCREEN: John Able

2 Parent, ifocus Founder

3 JOHN ABLE: I've been driven completely by the  
4 thought that I'd help kids.

5 MALE ANNOUNCER: John has six children of his  
6 own, so parent to parent he knows the value of a product  
7 that can give your child an advantage.

8 ON SCREEN: John Able

9 Parent, ifocus Founder

10 JOHN ABLE: I call them -- I call them arrows  
11 in your quiver or tools in your toolbox. The more tools  
12 you have, the better parenting you can do.

13 MALE ANNOUNCER: And John wants every parent to  
14 experience the power of the ifocus Jungle Rangers Brain  
15 Training System, so he's making you an incredible parent  
16 to parent promise.

17 ON SCREEN: PARENT TO PARENT PROMISE

18 6 MONTHS

19 100% MONEY BACK GUARANTEE

20 IMPROVE:

21 FOCUS

22 ATTENTION

23 MEMORY

24 SCHOOL WORK

25 SELF ESTEEM

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26 8025 - www.ftrinc.net - (800) 921-5555

1           MALE ANNOUNCER: Order now, put ifocus to the  
2 test in your own home. Take six months, yes, six full  
3 months to put the ifocus system to the test and truly  
4 discover its ultimate potential for you and your children  
5 or your money back.

6           JOHN ABLE: That's the kind of company we are.  
7 We're a human company. Very human. The fact that  
8 children's lives are changed is important to me.

9           ON SCREEN: PARENT TO PARENT PROMISE  
10           6 MONTHS  
11           100% MONEY BACK GUARANTEE

12          MALE ANNOUNCER: And with his personal parent  
13 to parent promise, you have a money back guarantee. Your  
14 child will be focused, on task, attentive or your money  
15 back.

16          ON SCREEN: Order Now  
17           ifocus  
18           \$14.95 PLUS S&H  
19           30 DAY TRIAL  
20           EXCLUSIVE TV OFFER  
21           BRAIN TRAINING SYSTEM  
22           FIGHT  
23           Summer Brain Drain  
24           CALL NOW 1-800-624-0737 [www.junglerangers.com](http://www.junglerangers.com)

25          MALE ANNOUNCER: Order right now and try ifocus

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1 for only \$14.95. We'll send you the ifocus Jungle  
2 Rangers Brain Training System with everything your child  
3 needs to stay sharp and focused over the summer.

4 ON SCREEN: Product Information shown above  
5 INCLUDES 9 JUNGLE RANGERS GAMES  
6 GAME CD

7 MALE ANNOUNCER: Of course, you'll get the  
8 incredible Jungle Rangers game CD.

9 ON SCREEN: Product Information shown above  
10 First 500 Orders  
11 FREE BONUS  
12 FREE

13 Science Behind the Game AUDIO CD

14 MALE ANNOUNCER: But the first 500 orders also  
15 receive this terrific bonus, an in-depth parent audio CD  
16 detailing the science behind the groundbreaking ifocus  
17 program.

18 ON SCREEN: Product Information shown above  
19 FREE  
20 There's More  
21 Focus on Behavior  
22 HANDBOOK + AUDIO CD

23 MALE ANNOUNCER: And there's more. Learn and  
24 recognize good and bad behavioral problems with this free  
25 Focus on Behavior handbook and accompanying audio CD.

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1 ON SCREEN: Product Information shown above

2 FREE

3 Plus Additional BONUS EXTRAS!

4 MALE ANNOUNCER: Plus these additional Jungle

5 Rangers extras, all at absolutely no extra cost.

6 ON SCREEN: Product Information shown above

7 PARENT DASHBOARD

8 MALE ANNOUNCER: And look at this, with our

9 exclusive parent dashboard tracker, you'll be able to

10 watch your child progress through all nine Jungle Rangers

11 brain training games.

12 ON SCREEN: Production Information shown above

13 Taffie

14 Trista's Mom

15 PARENT'S DASHBOARD

16 MONITOR PROGRESS

17 TAFFIE: Well, the dashboard explains to the

18 parent how much time they have spent in what -- in which

19 areas.

20 ON SCREEN: Production Information shown above

21 Jennifer

22 Kaida's Mom

23 JENNIFER: It helps you be able to track what

24 he's doing, his progress.

25 TAFFIE: And it tells you exactly what part of

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1 the game they've been playing and for how long.

2 ON SCREEN: CALL OR Click

3 TO ORDER NOW!

4 ifocus

5 \$14.95 PLUS s&h

6 30 DAY TRIAL

7 EXCLUSIVE TV OFFER

8 CALL NOW 1-800-624-0737 www.JungleRangers.com

9 Entire ifocus BRAIN TRAINING SYSTEM

10 MALE ANNOUNCER: Call or click to order now and  
11 we'll send you this entire system with everything you see  
12 here to simply try for a full month in your own home for  
13 just \$14.95.

14 ON SCREEN: Product Information Shown Above

15 CALL in the next 6 MINUTES!

16 FREE SHIPPING & HANDLING

17 MALE ANNOUNCER: And it gets even better.

18 Order in the next six minutes and we'll ship this total  
19 and complete breakthrough system, including all the free  
20 extras and bonus items right to your door for free.  
21 That's right, absolutely free shipping and handling, but  
22 only when you call and order right away.

23 ON SCREEN: Product Information Shown Above

24 Brandon Sportel

25 Teacher

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26 www.ftrinc.net - (800) 921-5555



1 Focus

2 Succeed

3 MALE ANNOUNCER: And, remember, with the ifocus  
4 system and our exclusive parent to parent promise, your  
5 child will be focused, on task and ready to succeed in  
6 the fall or your money back. Order right now.

7 ON SCREEN: ifocus

8 \$14.95 PLUS S&H

9 30 DAY TRIAL

10 EXCLUSIVE TV OFFER

11 CALL NOW 1-800-624-0737 [www.junglerangers.com](http://www.junglerangers.com)

12 UNIDENTIFIED FEMALE: 100 percent recommend it.

13 CHILD: The best thing about Jungle Rangers is  
14 everything.

15 MALE ANNOUNCER: Call 1-800-624-0737 for the  
16 ifocus system. That's 1-800-624-0737. Call now, 1-800-  
17 624-0737.

18 ON SCREEN: The preceding was a paid  
19 presentation for the ifocus Jungle Rangers Brain Training  
20 System brought to you by Focus Education

21 MALE ANNOUNCER: The preceding has been a paid  
22 presentation for the ifocus Jungle Rangers Brain Training  
23 System, brought to you by Focus Education.

24 (The video was concluded.)

25 For The Record, Inc. (301) 870-8025 - [www.ftrinc.net](http://www.ftrinc.net) -  
26 (800) 921-5555

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

2

3       MATTER NUMBER: 1223153

4       CASE TITLE: IFOCUS EDUCATION, LLC

5       TAPING DATE: JUNE 28, 2013

6       TRANSCRIPTION DATE: NOVEMBER 12, 2013

7

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

12

13                                   DATED: NOVEMBER 12, 2013

14

15

16                                   ELIZABETH M. FARRELL

17

18           C E R T I F I C A T I O N   O F   P R O O F R E A D E R

19

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

23

24

25                                   SARA J. VANCE                                   For The

26      Record, Inc.   (301) 870-8025 - www.ftrinc.net - (800) 921-5555

## ifocus™ FAQ's

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[Will I need to do this with my child?](#)

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### How do I know if this will work for my child?

Because it's based upon years of research, data, and experience from leading doctors and scientists in their fields of expertise. Because it's been tested by a nationally recognized specialist in Child Psychiatry and Brain Imaging. Because it's worked for so many children and helped so many families. All of that points to it improving the lives of children and families. ifocus truly provides a holistic approach to improving focus, attention, and memory in your child. And as a parent, you are free to get as involved with your child's improvement as you like. The game provides your child with a platform for improvement in focus, attention, and memory that they can do all on their own. But the additional materials are a great way for you, the parent, to get involved in your child's improvement through cognitive behavioral strategies, fitness programs, and nutritional guidelines—all geared toward helping your child FILTER, FOCUS, ABSORB, and REMEMBER.

Feel free to review some of our product testimonials [here](#)

### Will I need to do this with my child?

As a parent, you can choose to get as involved as you would like, but even with minimal involvement, you will see positive results in your child's ability to focus, pay attention, and remember.

The Jungle Rangers computer game is a component of the ifocus system designed specifically for children to do on their own. Simply by playing the computer game, new pathways in their brain are being created so that results in your child's behavior will become obvious within a few weeks of playing. To see results within a few weeks, we recommend playing for at least 30 minutes a day, 5 days a week.

If you, as the parent, did want to get more involved, the additional materials in the ifocus system enable the parent to take a holistic approach to their child's improvement in focus and attention. These materials are like a toolbox for the parent so that you can enhance your child's improvement through cognitive behavioral strategies, fitness programs, and nutritional guidelines—all geared toward helping your child FILTER, FOCUS, ABSORB, and REMEMBER.

### What if I don't see the results I want?

In case you do not see the results you want, we offer a deep and honest 6-month Parent-To-Parent Promise: Within 6 months you will (1) actually notice improvements in your child's behavior day-to-day and in their performance at school and (2) be able to measure their progress on our Jungle

## EXHIBIT E (1)

Rangers Dashboard—or your money-back. We absolutely guarantee this product.

### How long and how often should my child be playing Jungle Rangers?

The more time your child plays the more improvement you will see. Focus Education recommends at a minimum 20 minutes 3 times per week, but 30 minutes 5 times per week is better. The aim is for your child to receive at least 12 to 20 total hours to get the benefit of game play as it relates to their focus and attention. If they want to keep going after that, great, and there is about 45 hours of gameplay in Jungle Rangers. Of course, the game is designed so they can continue to play for many more hours to have additional gains in focus and attention, win additional trophies and garner further achievements. Although parts of the game can be a struggle, it is not always how well you do in each of the tasks but the amount of time, focus and attention your child has given to the tasks. You can track the hours of game play in the dashboard.

### Will this help with ADD or AD/HD?

While the ifocus system can help any child improve their focus and attention, much of its design was based upon cognitive training for children with impairments including AD/HD, so it will be highly beneficial for them.

### What about Autism, Asperger's, or other issues?

We have not tested the ifocus system on children with any issues beyond AD/HD, however we believe if your child has the ability to play a computer game, ifocus and Jungle Rangers is likely to benefit them.

### What about Medications?

Focus Education does not take a position either for or against medications. The decision about medications for your child is something between your family and your doctor. The ifocus System and Jungle Rangers are not necessarily designed to replace medication.

### Will my child's improvements from ifocus/Jungle Rangers last or will they fade?

Research shows that once neuro pathways have been opened or strengthened they do not recede unless there is either a disease or until the onset of issues later with aging.

### What if the game is too easy for my child? Or what if the game is too difficult?

The game technology has been designed to automatically adjust itself to the level of difficulty at which the player can succeed and then slowly challenges the player to higher levels of focus and attention. To avoid frustration, the game will come back down to a lower level when necessary. Initially, it may take the game "brain" 10 to 30 minutes to learn the player and adjust to the appropriate level.

### What is the purpose of the Dashboard?

The Dashboard keeps a record of how much time your child has played the game and tracks your child's results.

If you have already purchased the ifocus System, which includes the Jungle Rangers game, please refer to the pop-up information boxes and the About sections to learn more about each of the tasks reflected in the Dashboard. To visit the Dashboard, select "Dashboard" from the home screen of the Jungle Rangers game. If the game is already started, restart the game, select "Dashboard" with the arrows. Select the player with your mouse.

### What if my child becomes frustrated because they are having difficulty progressing to different lands within the Jungle Rangers game?

Some children can experience some difficulty in moving on to different lands in the Jungle Rangers game if they have not played a sufficient amount of time in each game. This is completely normal, especially when a child is just starting out. If your child is becoming frustrated because they are unable to explore the different lands and new games, we have some suggestions.

In the first land of "Arboria" there are 3 games, each of which has time restrictions before the player can move on to the next land, "Big Rock," where the games become more interesting and a little more difficult. The land of "Spite Factory" continues this progression. The scale at the top of the game gives a rough idea of how close your child is to moving on to a new land.

If you go to the Dashboard, you will be given an exact count of how much time your child has played in each game and can figure out how much is left in each game. To visit the Dashboard, restart the game, select "Dashboard" with the arrows. Select the player with your mouse. The Dashboard will give you a total amount of time your child has played in each of the three games as well as each individual task.

In "Arboria" the time requirements are as follows:

Stump Jump (Span Task) requires a player to play a minimum of 45 minutes before moving on in the game.

Dasha's Dojo (N-back Task) requires a player to play a minimum of 30 minutes before moving on in the game.

Books Crooks (CPT) requires a player either complete the game with a high accuracy (90%) or spend a minimum of 30 minutes playing the game.

## EXHIBIT E (2)

In "Big Rock" the time requirements are as follows:

Rock Hopper (Span Task) requires a player to play a minimum of 60 minutes before moving on in the game.

Headimoff Pass (CPT) requires a player either complete the game with a high accuracy (80%) or spend a minimum of 45 minutes playing the game.

Perch's Peak (N-back Task) requires a player to play a minimum of 45 minutes before moving on in the game.

In "Spite Factory" the time requirements are as follows:

Industrial Intrusion (Span Task) requires a player to play a minimum of 90 minutes before moving on in the game.

Conveyor Conflict (CPT) requires a player either complete the game with a high accuracy (70%) or spend a minimum of 45 minutes playing the game.

Dr. Bearhead's Office (N-back Task) requires a player to play a minimum of 90 minutes before moving on in the game.

### What is a "Span Task"?

Working Memory Span Tasks require increasingly greater abilities to hold more information in mind during a short period of time and to be able to reorganize and manipulate that information as needed. Working memory has considerable effects on reading and mathematics skills.

More specifically, working memory (WM) refers to the process of temporary (short-term) storage and management of information. While similar to the idea of 'short-term memory', WM typically conveys an additional emphasis on the active manipulation of the information being held in mind. Similar to RAM memory in a computer (versus hard drive memory), this type of memory is important as it is felt to be important in activities such as guiding goal-directed thoughts or behaviors. WM is typically considered a 'limited capacity' specialized subsystem, distinct from actual perception, and with specific capacity for both visual and auditory information. Research models and studies point to the importance of WM for several cognitive abilities including logical reasoning and problem-solving. Some researchers have suggested that WM is a bit like the 'gas' for the cognitive 'engine' required for many abilities. Research studies have found it to be crucial for school readiness and academic achievement (such as aspects of reading comprehension & mathematics). Likewise, many developmental and acquired disorders are associated with lower WM ability. Research suggests that improvements can be made in WM with specific cognitive exercises aiming to increase this important capacity. The 'span tasks' in Jungle Rangers provides such exercises to enhance WM. Improvements in WM have been related to increases in a number of abilities, including intellectual ability.

### What is an "N-Back Task"?

N-Back tasks require sustained working memory use over a longer period of time than is typical in a Working Memory Task. It requires continuous attention to the task, ability to hold greater amounts of information in memory, and to continuously update the relevant information being maintained, while monitoring one's performance.

These tasks require that an individual monitor a number of stimuli (objects, sounds, places(positions) on a screen) and respond if the 'current' event in the sequence is the same as that which occurred 'n' (where 'n' is a number) before it. That is, for a 1-back task, if the event the same as the one that occurred just previously (1 before it), your child would respond (by hitting the space bar or up key). Likewise, on a 2-back task, if the event presented is the same as the one that occurred 2 events before it in the sequence, your child would respond. These n-back tasks place demands on your child's ability to hold the task-related information as well as continuously update it in their minds. Research suggests that training on these types of tasks increases both Working Memory abilities and attention skills.

### What is a "CPT"?

Continuous Performance Tasks require a high level of attention and concentration. The task demands are to attend and respond to particular target objects, while ignoring other objects (distractors). Sustaining attention on this task is challenging for many children, especially those with attention issues.

Sustained attention is considered a primary element or component in current neuropsychological models of attention. Most people can easily relate to sustained attention as part of their everyday experience. For example, instructions from a parent or teacher to 'pay attention' are essentially efforts to get a child to sustain their attention to the task at hand. Sustained attention is influenced many things. First it requires some elementary processes of sensory selective attention, ability to remember the reason you are attending, and a level mental control. Selective attention depends on a relatively stable attentional capacity, enabling adequate focus over time. Attention training is based on the finding that attentional abilities can be improved by activating attention through a stimulus drill approach. The repeated stimulation of attentional systems via graded attention exercises appears to facilitate changes in attention capacity. Most attention training programs assume that aspects of cognition can be isolated and discretely targeted with training exercises including functions related to sustaining attention over time (vigilance), shifting attention, speed of processing, and screening out distractions. The CPT tasks in Jungle Rangers are exercises designed to increase your child's capacity to attend for greater and greater durations of time, to be less distracted by irrelevant information, and increase their reaction time and accuracy of response. The exercises are designed to require higher levels of attention, and to keep this high level of attention sustained for longer and longer periods of time during the game. Better performance is indicated by longer sustained durations of game play at higher accuracy rates.

### Are there video instructions?

Yes. Every game begins with a video instruction, hosted by one of the Jungle Rangers. If your child needs to re-visit these instructions, they can be viewed multiple times in the Movie Theater located in the world of Arboria on the ground level.

### What is the significance of the Map, and how do I review it?

At any point during the game, your child can use the "M" key on the keyboard to see which lands have been unlocked. This is also a fast and easy way to warp to the different worlds without having to walk through each of the worlds to get where you need to be. Each of the lands represents an exciting story-based platform for your child to complete different types of task-based challenges.

### What is the significance of the Monkey Shrine (Trophy Room)?

## EXHIBIT E (3)

As your child plays the game, he or she will unlock trophies that are held in the Monkey Shrine. Your child will be able to see what trophies have been won and which ones are left to conquer.

### Does the game play from the CD or do I have to install anything?

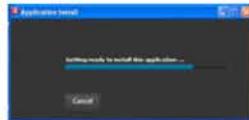
The CD provided is the game installation CD. Once you have installed the components onto your computer, the game will be played from your computer, giving you optimal performance. However, the CD is required to be in the CD drive as the key to unlocking the ability to play the game, every time your child plays.

### How do I install the game?

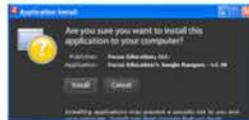
MAC or PC:

Quit or Exit all Programs

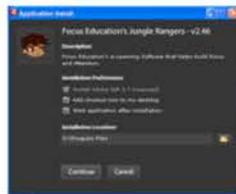
Insert the Jungle Rangers Game disc into the CD Drive



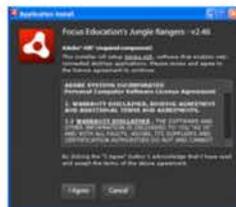
After a few moments, if the game does not automatically begin installing as shown above, please double-click your CD drive, then double-click on the "WIN" or "MAC" folder, then double-click on "Jungle Rangers Installer"



Click "Install" button.



Choose Preferences and Location or just click "Continue" button to let the game be installed in the default Programs folder.



Click "I Agree" button.



Game will begin installing.

### When I put the disc in the computer, nothing happens.

If your computer has two disc drives, please make sure you have put the game in the CD drive and not the DVD drive.

Try opening up "My Computer" and finding the CD Drive. Confirm the drive says "Jungle Rangers Installation CD". Double click the CD. Then double-click the WIN folder. Find the red icon called Jungle Rangers Installer and double-click. This should begin the installation.

### What are the minimum system requirements for the Jungle Rangers Game

PC: Intel Pentium 4 2 GHz or faster with 1 GB Ram

## EXHIBIT E (4)

Operating System: Microsoft Windows XP Home, Professional, or Tablet PC edition with Service Pack 2 or 3 (including 64 bit editions), Windows Server 2003, Windows Vista Home Premium, Business, Ultimate, or Enterprise (including 64 bit editions) with Service Pack 1, or Windows 7 (including 64 bit editions)

Mac: Intel Core Duo 1.83GHz or faster with 1 GB Ram

Operating System: Mac OS 10.4, 10.5, 10.6 (Snow Leopard), or Mac OSX (Lion)

---

#### **Can I install the game on multiple computers?**

Yes, you can install the game on multiple computers, however, the CD is required to be in your CD drive in order to play the game. So, you may install it on a home computer and a laptop, for example, but the original CD must be in the computer that the game is being played on.

---

#### **Is it possible to resize the game window to full screen?**

Yes. If you would like to resize the game window, or have the game in full screen, you can change your screen resolution in the computer. For Windows, please refer to your Control Panel for Display Properties. For Mac, please refer to your System Preferences.

---

#### **Why do I get this Adobe Air Updater pop-up?**

Every now and then, the game may pause and a message box will appear alerting you that an update to Adobe AIR is ready to be installed.

---

#### **How many players can play Jungle Rangers at the same time?**

Only one person can play Jungle Rangers at a time, but you can log up to 5 player profiles in the game, and keep their data in the dashboard in order to track each player's individual improvements. In order to add another player beyond 5, you will have to delete a player profile to add another.

---

#### **Why did the program lock up during playing?**

Jungle Rangers has been programmed to the highest standards of reliability, but occasionally computers just "get tired" or "confused" and any program can lock up.

Press CONTROL+ALT+DELETE and a task manager window will appear. Find the Jungle Rangers program. If it says "not responding" then press "end task" to stop the program and clear the problem.

PS: This works for all programs when they lock up your computer!

---

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Improve Memory  
Absorb More Information  
Develop Higher Levels of Focus & Attention

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fx: (952) 449-2501  
url: markarch.com

**Script**  
**Game Time**  
:60



**Advertiser:** Focus Education, LLC  
**Product:** IFocus  
**Date:** 03-07-2013  
**Spot:** A6D-004 Game Time  
**Version:** 13 - Production Approved

1 ANNC: Does your child struggle with focus and concentration? Do they  
2 spend hours trying to finish their homework? Are you disappointed with  
3 your child's report card, because you know they can do better?  
4

5  
6 **MUSIC UP**

7  
8 Because now there's an easy solution. No tutors. No classes. Remarkably...  
9 it's a video game. One that's already helped kids get good grades who'd  
10 never seen it happen before.

11  
12 It's a cutting-edge brain-training method turned into a captivating game for  
13 elementary school students. Discover what a difference it can make with an  
14 absolutely free demo from ifocus. Just call 1-800-XXX-XXXX.

15  
16 It's the award winning game kids can't wait to play... and parents feel good  
17 about. It automatically adjusts to your child's learning speed, giving kids an  
18 action packed game, and parents a surprise...

19  
20 **GARTH:** We just got their report card and we were shocked. All As and Bs.  
21 They've never had that before.

22  
23 For your absolutely free demo, call toll free. 1-800-XXX-XXXX. If lines are  
24 busy, please try again. 1-800-XXX-XXXX.

25  
26 **DISCLAIMER:** Your child may not be as successful.  
27  
28