FEDERAL TRADE COMMISSION

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Jungle Rangers Infomercial       3
In the Matter of: iFocus Education, LLC

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The following transcript was produced from a CD-Rom provided to For The Record, Inc. on October 24, 2013.
MALE ANNOUNCER: The following is a paid presentation for the ifocus System.

ON SCREEN: CONSTANTLY Nagging your child?

MALE ANNOUNCER: Are you frustrated reminding your kids to finish daily tasks?
UNIDENTIFIED FEMALE: I can say, go brush your teeth or go get your homework or go do this, and five minutes later, it’s still not done or even began.

ON SCREEN: SPENDING HOURS on basic homework?

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

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

ON SCREEN: PROBLEMS at School?

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

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

ON SCREEN: Bright but STRUGGLES with grades?

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

UNIDENTIFIED FEMALE: Because she gets bored so easily, then she has a very difficult time focusing.
ON SCREEN:  FOCUS
COMPLETE SCHOOLWORK
COMPLETE HOMEWORK
STAY ON TASK
REACH POTENTIAL

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

ON SCREEN:  Fun Easy

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

Now you can with ifocus.

ON SCREEN:  Powerful

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

ON SCREEN:  Incredible

RESULTS

MALE ANNOUNCER: -- and the results are astounding.

ON SCREEN:  Jennifer

Kaida’s Mom
JENNIFER: I really didn’t expect to see that big of change that quickly.

ON SCREEN: Susan Forrester’s Mom

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

ON SCREEN: Marissa Chazz’s Mom

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

ON SCREEN: Powerful

NEW APPROACH!

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

ON SCREEN: The Secret...

INTEGRATED NEURO TECHNOLOGY

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

ON SCREEN: Scientifically

ENGINEERED

MALE ANNOUNCER: -- scientifically engineered to strengthen important neuron connections, helping your child to --
ON SCREEN: Filter
Focus
Absorb
Remember

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

ON SCREEN: Tiffany
age 11

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

ON SCREEN: Forrester
age 10

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

ON SCREEN: Lindsey
age 9

LINDSEY: I noticed that I can focus more.

ON SCREEN: Anna
age 10

ANNA: I have more confidence in myself.

ON SCREEN: Chazz
age 10

CHAZZ: I have better grades.

ON SCREEN: Jackson
age 11
JACKSON: I’ve been getting a lot more 100 percents.

ON SCREEN: DEVELOPED BY
Scientists Educators Teachers

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

ON SCREEN: FOCUSING “MUSCLE”

Becomes Stronger

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

ON SCREEN: BRAIN TRAINING EXERCISES
JUNGLE RANGERS
EVERYONE E CONTENT RATED BY ESRB
SCIENTIFICALLY ENGINEERED

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

ON SCREEN: Strengthens
FOCUSING MUSCLE!

MALE ANNOUNCER: -- strengthen their focusing muscle, all while playing a --
ON SCREEN: Fun Easy Game!

MALE ANNOUNCER: -- fun and easy game.

ON SCREEN: Chazz

age 10

CHAZZ: It’s called ifocus and the game is Jungle Rangers.

ON SCREEN: Anna

age 10

ANNA: You go in as a cadet and you train and you play games so you can become a jungle ranger.

ON SCREEN: JUNGLE RANGERS

CHAZZ: It’s fun. It helps you learn, remember and make you concentrate more.

ANNA: I can concentrate and I can focus and it’s a lot easier than it was.

MALE ANNOUNCER: Parents and teachers say that children who play the ifocus game are able to --

ON SCREEN: STAY ON TASK

ABSORB INFORMATION

IMPROVE GRADES

ifocus

MALE ANNOUNCER: -- stay on task, absorb information, improve their grades. In short, they improve their focus, sometimes dramatically.
ON SCREEN: Garth
Zak and Zane’s Dad

GARTH: Well, they’re doing better in school. We just got their report card and we were shocked, all As and Bs.

ON SCREEN: Kelly
Cami and Kemp’s Mom

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

ON SCREEN: Connie
Jacquelyn’s Mom

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

ON SCREEN: Alitza
Issac’s Mom

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

ON SCREEN: Jennifer Beals
Actress, Mother

MALE ANNOUNCER: Actress and mother Jennifer Beals is convinced of the ifocus difference after learning about the game and talking with parents just like you.
ON SCREEN: COMING UP

The Science Behind

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

ON SCREEN: Daniel Amen, M.D.

ifocus Scientific Advisor

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

ON SCREEN: COMING UP

The JUNGLE RANGERS Game Developer

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

ON SCREEN: COMING UP

The Importance of ifocus

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

ON SCREEN: Dr. William Bennett

Former U.S. Secretary of Education

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

ON SCREEN: COMING UP
The ifocus Difference!

MALE ANNOUNCER: And coming up, find out how ifocus can help make a difference for your child, too.

This is an exclusive television offer.

ON SCREEN: Try it RISK FREE!

PARENT TO PARENT PROMISE

6 MONTH

100% MONEY BACK GUARANTEE

EXCLUSIVE TV OFFER

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

And, now, actress and mother, Jennifer Beals.

ON SCREEN: Jennifer Beals Actress, Mother

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

ON SCREEN: Groundbreaking
EDUCATIONAL SYSTEM

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

ON SCREEN: Jackson

age 11

JACKSON: It’s a game that helps kids concentrate.

ON SCREEN: Forrester

age 10

FORRESTER: It helps me focus.

ON SCREEN: Zach

age 11

ZACH: It gives you confidence.

ON SCREEN: Trista

age 6

TRISTA: It does help me pay attention.

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

ON SCREEN: Marissa

Chazz’s Mom

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

ON SCREEN: Colleen
Michael and Nelson’s Mom

COLLEEN: I’ve seen a lot more focus, a lot of
motivation.

ON SCREEN: Kristin

Anna’s Mom

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

ON SCREEN: Julie

Zach’s Mom

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

ON SCREEN: ifocus

Jennifer Beals

Actress, Mother

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

ON SCREEN: Daniel Amen, M.D.

Brain Imaging Specialist

DR. DANIEL AMEN: As a child psychiatrist, I’ve
not been all that excited about video games for children
because children have developing brains.

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

DR. DANIEL AMEN: Here, we had developers, in a thoughtful way, develop a game to actually strengthen the connections in the brain. It’s a very interesting term called “long-term potentiation.” So, what that means is the connections between cells actually become stronger.

ON SCREEN: Daniel Amen, M.D.
Author, 28 books on the brain

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

ON SCREEN: ifocus

GROUP STUDY

Pre. vs. Post Comparison

(Bar Graph)

THINKING SELF REGULATION EMOTION FEELING

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

ON SCREEN: Bar Graph on screen

After average 5 hours gametime

Recommended gametime: 12-15 hours
DR. DANIEL AMEN: -- increased after the kids played the game.

ON SCREEN: Jennifer Beals
Actress, Mother

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

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

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

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

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

JENNIFER BEALS: Right.

ON SCREEN: ifocus

ON SCREEN: Julie

Zach’s Mom
JULIE: My kids love to play video games and this is a great way to strengthen their brain.

ON SCREEN: Taffie

Trista’s Mom

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

ON SCREEN: Kristin

Anna’s Mom

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

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

ON SCREEN: JUNGLE RANGERS

NOT AVAILABLE AT SCHOOLS!

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

ON SCREEN: Lori Jensen

Principal, 30 years in education

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

JENNIFER BEALS: The teachers were enthusiastic.

ON SCREEN: Karen DelVecchio Teacher

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

ON SCREEN: Jane Marshall Teacher

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

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

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

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

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

ON SCREEN: Jane Marshall

Teacher

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

ON SCREEN: Lavonne Riggs

Teacher

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

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

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

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

ON SCREEN: ifocus

ON SCREEN: FOCUS

COMPLETE SCHOOLWORK

COMPLETE HOMEWORK

STAY ON TASK

REACH POTENTIAL

MALE ANNOUNCER: What if you could give your
child the ability to focus, complete school work, home work, and to stay on task, achieve his or her potential, simply by playing --

ON SCREEN: Fun
Easy
COMPUTER GAME
MALE ANNOUNCER: -- a fun and easy computer game? Now, you can with ifocus.

ON SCREEN: DEVELOPED BY
Scientists
Educators
Parents
MALE ANNOUNCER: ifocus was developed by scientists, educators, and concerned parents who saw that --

ON SCREEN: THE DIFFERENCE BETWEEN
Success  Failure
Their Ability
TO PAY ATTENTION!
MALE ANNOUNCER: -- the difference between success and failure for some children is often simply their ability to pay attention.

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

ON SCREEN: ifocus
JUNGLE RANGERS
EVERYONE E CONTENT RATED BY ESRB
Available for Windows Mac

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

ON SCREEN: More than JUST A GAME!

MALE ANNOUNCER: Kids think they’re just playing a fun and easy game --

ON SCREEN: BRAIN TRAINING EXERCISES

SCIENTIFICALLY ENGINEERED

JUNGLE RANGERS

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

ON SCREEN: Strengthens FOCUSING MUSCLE!

20 minutes A DAY 3X A WEEK

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

ON SCREEN: PARENT’S DASHBOARD

MONITOR PROGRESS
MALE ANNOUNCER: And parents can track their progress through the innovative ifocus parent’s dashboard.

ON SCREEN: Taffie Trista’s Mom

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

ON SCREEN: Jennifer Kaida’s Mom

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

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

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

ON SCREEN: The Secret...

INTEGRATED NEURO TECHNOLOGY

MALE ANNOUNCER: The secret is integrated neuro technology.

ON SCREEN: Stimulates THE CORTEX

MALE ANNOUNCER: Key areas of the cortex are stimulated in careful order --
ON SCREEN: KEY NEURONS

Fire together

Wire together

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

ON SCREEN: Challenged,

NOT FRUSTRATED

MALE ANNOUNCER: Children who play Jungle Rangers are challenged, but not frustrated, because

Jungle Rangers --

ON SCREEN: Game Adapts

TO EACH PLAYER

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

ON SCREEN: Kids Love

JUNGLE RANGERS

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

ON SCREEN: FIRST TIME PLAYERS!

JUNGLE RANGERS

CHILD: It was really fun.

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

CHILD: It’s like a puzzle.
CHILD: It’s fun.

CHILD: It’s just an awesome game.

ON SCREEN: HOW MUCH

Wasted Money?

DO NOTHING GAMES

BORING TUTORING SESSIONS

AFTER SCHOOL PROGRAMS

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

ON SCREEN: PARENT TO PARENT PROMISE

6 MONTH 100% MONEY BACK GUARANTEE

JUNGLE RANGERS

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

ON SCREEN: ifocus

$14.95 PLUS S&H

30 DAY OFFER

EXCLUSIVE TV OFFER

Play JUNGLE RANGERS in your home!

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

MALE ANNOUNCER: And, right now, your family has an extraordinary opportunity to try ifocus and play Jungle Rangers in your home for 30 days for just $14.95.
That’s right. It’s a very special ifocus Jungle Rangers --

ON SCREEN: Product information shown above

Quick Start System

AVAILABLE FOR Mac Windows

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

ON SCREEN: Product information shown above

Not all children will achieve this result.

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

UNIDENTIFIED MALE: I can’t see any reason I would not recommend this.

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

ON SCREEN: CALL or Click TO ORDER NOW!

ifocus

$14.95 PLUS S&H

30 DAY OFFER

EXCLUSIVE TV OFFER

THE ENTIRE ifocus Quick Start System

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

MALE ANNOUNCER: Call or click ifocusystem.com

right now and try the incredible new ifocus Jungle
Rangers Quick Start System for 30 days for just $14.95.

JUNGLE RANGERS
Brain Training Game
Checklist

MALE ANNOUNCER: You’ll receive the ifocus brain training Jungle Rangers game and user-friendly checklist.

Science Behind the Game AUDIO CD

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

5 ways in 5 days

QUICK START CARDS

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

Focus on Behavior HANDBOOK
Behavior Advice from Experts AUDIO CD

Focus on Behavior QUICK START CARDS

MALE ANNOUNCER: You’ll also get our Focus on Behavior Handbook and get behavior tips from experts on our audio CD, again with easy-to-follow quick start
ON SCREEN: Product information shown above
FIRST EDITION JUNGLE RANGERS Comic Book
MALE ANNOUNCER: And because kids love the
Jungle Rangers game, we’ll even give them our first

UNIDENTIFIED FEMALE: I was really impressed
with the CDs that were included.

UNIDENTIFIED FEMALE: I was just expecting a
Jungle Rangers game.

UNIDENTIFIED FEMALE: The informational discs
that you sent helped me to be able to understand him and
help him out.

ON SCREEN: ifocus

$14.95 PLUS S&H

30 DAY OFFER

EXCLUSIVE TV OFFER

THE ENTIRE ifocus Quick Start System

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

MALE ANNOUNCER: That’s the entire ifocus Quick
Start System, including the Jungle Rangers game,
checklist and comic book, plus the five ways in five days
cards and behind the science audio CD, the Focus on
Behavior Handbook, quick start cards, and audio CD, all
yours to try for just $14.95.
ON SCREEN: CALL in the next 18 MINUTES!

Product information shown above

FREE SHIPPING

MALE ANNOUNCER: Call or click ifocussystem.com in the next 18 minutes and we’ll even include free shipping.

ON SCREEN: ifocus

$14.95 PLUS S&H

30 DAY OFFER

EXCLUSIVE TV OFFER

THE ENTIRE ifocus Quick Start System

CALL NOW 1-800-624-0625 ifocussystem.com

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

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

ON SCREEN: ifocus

$14.95 PLUS S&H

30 DAY OFFER
EXCLUSIVE TV OFFER

PARENT TO PARENT PROMISE

6 MONTH 100% MONEY BACK GUARANTEE

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

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

ON SCREEN: Product information shown above $70 VALUE

Keep your FREE GIFTS!

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

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

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

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

UNIDENTIFIED FEMALE: It makes me very, very happy. Happy mom.

ON SCREEN: CALL or Click
TO ORDER NOW!

ifocus

$14.95 PLUS S&H

30 DAY OFFER

EXCLUSIVE TV OFFER

THE ENTIRE ifocus Quick Start System

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

MALE ANNOUNCER: Call or click ifocussystem.com and order right now and you could be hearing these words, too.

CHILD: Jungle Rangers helps me pay attention.

ON SCREEN: CALL or Click

TO ORDER NOW!

ifocus

$14.95 PLUS S&H

30 DAY OFFER

EXCLUSIVE TV OFFER

THE ENTIRE ifocus Quick Start System

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

MALE ANNOUNCER: Call 1-800-624-0625 for the ifocus system. Call 1-800-624-0625 now.

ON SCREEN: Zak and Zane

age 9

JENNIFER BEALS: Zak and Zane are identical twins. Think busy times two. Their dad knows how
important exercise is for young boys, so he makes sure they spend a lot of time outside working off their energy.

GARTH: The boys keep me going. They’re fun.

ON SCREEN: Garth
Zak and Zane’s Dad

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

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

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

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

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

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

GARTH: Well, they’re doing better in school.

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

GARTH: We just got their report cards, and we
were shocked, all As and Bs. They’ve never had that before. Their focus is un -- it’s the biggest key, is their focus, they can focus on doing their work.

ON SCREEN: Zak and Zane

age 9

CHILD: We’re getting better on math and stuff.

CHILD: Yeah.

CHILD: And we got three As.

ON SCREEN: Garth

Zak and Zane’s Dad

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

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

ON SCREEN: The Secret...

INTEGRATED NEURO TECHNOLOGY

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

ON SCREEN: KEY NEURONS

Fire together

Wire together

JENNIFER BEALS: -- get key neurons to fire
together and then wire together. This creates pathways that helps kids to --

ON SCREEN: Filter, Focus, Absorb, Remember

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

ON SCREEN: Game Adapts

TO PLAYER!

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

ON SCREEN: PARENT’S DASHBOARD

MONITOR PROGRESS

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

ON SCREEN: 1-800-624-0625

ifocusSystem.com

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

ON SCREEN: Marissa 1-800-624-0625

Chazz’s Mom ifocusSystem.com

MARISSA: When he brings home his paperwork from school and they’re As, they’re 100 percent, 95 percents versus the 65 percents.
ON SCREEN: Chazz 1-800-624-0625

age 10 ifocusSystem.com

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

ON SCREEN: Marissa 1-800-624-0625

Chazz’s Mom ifocusSystem.com

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

JENNIFER BEALS: Former Secretary of Education

Bill Bennett agrees.

ON SCREEN: Dr. William Bennett

Former U.S. Secretary of Education

DR. WILLIAM BENNETT: Well, there are games and there are games. There are games that you learn from and games that you don’t.

ON SCREEN: Jennifer Beals

Actress, Mother

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

DR. WILLIAM BENNETT: Smart people using technology develop things which can help kids learn and
develop their mental muscle. Supposing you had something which would help kids increase their focus and attention and parents could confidently --

ON SCREEN: Dr. William Bennett

Former U.S. Secretary of Education

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

ON SCREEN: Jennifer 1-800-624-0625

Kaida’s Mom ifocusSystem.com

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

ON SCREEN: Kristin 1-800-624-0625

Anna’s Mom ifocusSystem.com

KRISTIN: We had the best parent-teacher conference that we’ve ever had.

ON SCREEN: Marissa 1-800-624-0625

Chazz’s Mom ifocusSystem.com

MARISSA: I don’t get phone calls anymore.

ON SCREEN: 1-800-624-0625

ifocusSystem.com

DR. WILLIAM BENNETT: What a blessing that is.

JENNIFER BEALS: Trista is a bubbly six-year
old who’s very bright, but who had problems in school.

ON SCREEN: Taffie 1-800-624-0625

Trista’s Mom ifocusSystem.com

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

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

ON SCREEN: 1-800-624-0625

ifocusSystem.com

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

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

ON SCREEN: Trista 1-800-624-0625

age 6 ifocusSystem.com

TRISTA: It helps me focus at school.

ON SCREEN: 1-800-624-0625

ifocusSystem.com

JENNIFER BEALS: With ifocus, your child can learn to focus so that your child can focus on learning,
to succeed in the classroom and in life.

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

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

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

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

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

ON SCREEN: CALL or Click TO ORDER NOW!
ifocus
$14.95 PLUS S&H
30 DAY OFFER
EXCLUSIVE TV OFFER
THE ENTIRE ifocus Quick Start System
CALL NOW 1-800-624-0625 ifocusSystem.com

MALE ANNOUNCER: Call or click ifocusystem.com right now and try the incredible new ifocus Jungle Rangers Quick Start System for 30 days for just $14.95.

ON SCREEN: Product information shown above

JUNGLE RANGERS
MALE ANNOUNCER: You’ll receive the iFocus brain training Jungle Rangers game and user-friendly checklist.

ON SCREEN: Product information shown above

Science Behind the Game AUDIO CD

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

ON SCREEN: Product information shown above

5 ways in 5 days

QUICK START CARDS

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

ON SCREEN: Product information shown above

Focus on Behavior HANDBOOK

Behavior Advice from Experts AUDIO CD

Focus on Behavior QUICK START CARDS

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

ON SCREEN: Product information shown above

FIRST EDITION JUNGLE RANGERS Comic Book
MALE ANNOUNCER: And because kids love the
Jungle Rangers game, we’ll even give them our first

ON SCREEN: ifocus
$14.95 PLUS S&H
30 DAY OFFER
EXCLUSIVE TV OFFER
THE ENTIRE ifocus Quick Start System
CALL NOW 1-800-624-0625 ifocusSystem.com

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

ON SCREEN: CALL in the next 10 MINUTES!
Product information shown above
FREE SHIPPING

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

ON SCREEN: ifocus
$14.95 PLUS S&H
30 DAY OFFER
EXCLUSIVE TV OFFER
THE ENTIRE ifocus Quick Start System

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

MALE ANNOUNCER: Call or click ifocusystem.com and order right now.

MALE ANNOUNCER: Call 1-800-624-0625 for the ifocus system. Call 1-800-624-0625 now.

ON SCREEN: Jennifer Beals
Actress, Mother ifocusSystem.com

JENNIFER BEALS: Behind ifocus is a team of scientists, doctors, educators, child psychologists, award-winning game designers, and parents. The result, something truly unique and remarkable that children love to play.

ON SCREEN: John Able
Parent, ifocus Co-Founder

JOHN ABLE: It’s really wonderful. It’s a little bit like Sesame Street brought education to TV. Children were going to watch TV, Sesame Street brought them something that they liked watching, and the same thing’s going on with Jungle Rangers.

JASON LEON: Well, we made it really approachable for them. You’re going to become a Jungle Rangers.

ON SCREEN: JUNGLE RANGERS

GAME: Good day, I need your help.
ON SCREEN:  Jason Leon

ifocus Game Developer

JASON LEON: Each and every game is adaptive.

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

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

ON SCREEN: CALL or Click

TO ORDER NOW!

ifocus

$14.95 PLUS S&H

30 DAY OFFER

EXCLUSIVE TV OFFER

THE ENTIRE ifocus Quick Start System

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

MALE ANNOUNCER: Call or click ifocusystem.com

right now and try the incredible new ifocus Jungle

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

ON SCREEN: Product information shown above

JUNGLE RANGERS

Brain Training Game
MALE ANNOUNCER: You’ll receive the ifocus brain training Jungle Rangers game and user-friendly checklist.

ON SCREEN: Product information shown above

Science Behind the Game AUDIO CD

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

ON SCREEN: Product information shown above

5 ways in 5 days

QUICK START CARDS

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

ON SCREEN: Product information shown above

Focus on Behavior HANDBOOK

Behavior Advice from Experts AUDIO CD

Focus on Behavior QUICK START CARDS

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

ON SCREEN: Product information shown above

FIRST EDITION JUNGLE RANGERS Comic Book

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

UNIDENTIFIED FEMALE: I was really impressed with the CDs that were included.

UNIDENTIFIED FEMALE: I was just expecting a Jungle Rangers game.

UNIDENTIFIED FEMALE: The informational discs that you sent helped me to be able to understand him and help him out.

ON SCREEN: ifocus
$14.95 PLUS S&H
30 DAY OFFER
EXCLUSIVE TV OFFER
THE ENTIRE ifocus Quick Start System
CALL NOW 1-800-624-0625 ifocusSystem.com

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

ON SCREEN: CALL in the next 18 MINUTES!
Product information shown above
FREE SHIPPING

MALE ANNOUNCER: Call or click ifocussystem.com
in the next 18 minutes and we’ll even include free shipping.

ON SCREEN: ifocus

$14.95 PLUS S&H

30 DAY OFFER

EXCLUSIVE TV OFFER

THE ENTIRE ifocus Quick Start System

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

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

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

ON SCREEN: ifocus

$14.95 PLUS S&H

30 DAY OFFER

EXCLUSIVE TV OFFER

PARENT TO PARENT PROMISE

6 MONTH 100% MONEY BACK GUARANTEE

CALL NOW 1-800-624-0625 ifocusSystem.com
MALE ANNOUNCER: It’s the ifocus parent to parent promise. If you aren’t completely happy, send it back any time within those six months and we’ll refund your money, period.

ON SCREEN: Product information shown above
$70 VALUE
Keep your FREE GIFTS!

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

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

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

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

UNIDENTIFIED FEMALE: It makes me very, very happy. Happy mom.

ON SCREEN: CALL or Click TO ORDER NOW!

ifocus
$14.95 PLUS S&H
30 DAY OFFER
EXCLUSIVE TV OFFER

THE ENTIRE ifocus Quick Start System

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

MALE ANNOUNCER: Call or click ifocussystem.com

and order right now and you could be hearing these words, too.

CHILD: Jungle Rangers helps me pay attention.

ON SCREEN:  1-800-624-0625

ifocusSystem.com

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

ON SCREEN: The Secret...

INTEGRATED NEURO TECHNOLOGY

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

ON SCREEN: KEY NEURONS

Fire together

Wire together

JENNIFER BEALS: -- get key neurons to fire together and then wire together. This creates pathways that helps kids to --

ON SCREEN: Filter, Focus, Absorb, Remember

JENNIFER BEALS: -- filter, focus, absorb and
Dr. Daniel Amen is the ifocus scientific advisor.

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

ON SCREEN: Daniel Amen, M.D.

Author, 28 books on the brain

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

ON SCREEN: ifocus

GROUP STUDY

Pre. vs. Post Comparison

(Bar Graph)

THINKING SELF REGULATION EMOTION FEELING

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

ON SCREEN: Bar Graph on screen

After average 5 hours gametime

Recommended gametime: 12-15 hours

DR. DANIEL AMEN: -- that their scores improved significantly.
ON SCREEN: Jennifer Beals

Actress, Mother

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

ON SCREEN: 1-800-624-0625

ifarFocus.com

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

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

ON SCREEN: Alitza

Issac’s Mom

ALITZA: The teacher actually has told me that
this couple weeks, she’s noticed big, big change.

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

ON SCREEN: Isaac

age 9

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

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

ON SCREEN: Dr. William Bennett

Former U.S. Secretary of Education

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

ON SCREEN: Colleen

Michael and Nelson’s Mom

COLLEEN: I could see the improvement in him.

ON SCREEN: Susan 1-800-624-0625

Forrester’s Mom www.ifocusSystem.com

SUSAN: Things come easier.

ON SCREEN: Kristin 1-800-624-0625

Anna’s Mom www.ifocusSystem.com
KRISTIN: She’s been better at being a self-starter.

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

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

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

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

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

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

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

ADELL: I definitely would recommend it.

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

TRISTA: It does help me pay attention.

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

FORRESTER: The best thing about Jungle Rangers is everything.
Jennifer Beals     1-800-624-0625
Actress, Mother     www.ifocusSystem.com

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

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

JENNIFER BEALS: And happy kids make happy families.

ON SCREEN: ifocus
FOCUS
COMPLETE SCHOOLWORK
COMPLETE HOMEWORK
STAY ON TASK
REACH POTENTIAL

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

ON SCREEN: Fun Easy COMPUTER GAME

MALE ANNOUNCER: -- fun and easy computer game?

Now you can with ifocus.
ON SCREEN: DEVELOPED BY
Scientists Educators Parents

MALE ANNOUNCER: Ifocus was developed by scientists, educators and concerned parents --

ON SCREEN: THE DIFFERENCE BETWEEN
Success Failure
Their Ability
TO PAY ATTENTION!

MALE ANNOUNCER: -- who saw that the difference between success and failure for some children is often simply their ability to pay attention. For children, the ability to focus is like a muscle that becomes stronger with repeated use.

ON SCREEN: ifocus
JUNGLE RANGERS
EVERYONE E CONTENT RATED BY ESRB
Available for Windows Mac

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

ON SCREEN: More than
JUST A GAME!

MALE ANNOUNCER: Kids think they’re just playing a fun and easy game --

ON SCREEN: BRAIN TRAINING EXERCISES
JUNGLE RANGERS

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

ON SCREEN: SCIENTIFICALLY ENGINEERED

JUNGLE RANGERS

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

ON SCREEN: Strengthens FOCUSING MUSCLE!

3X A WEEK

20 minutes A DAY

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

ON SCREEN: Dr. William Bennett

Former U.S. Secretary of Education

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

ON SCREEN: Lori Jensen

Principal, 30 years in education

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

ON SCREEN: The Secret...
INTEGRATED NEURO TECHNOLOGY

MALE ANNOUNCER: The secret is integrated neuro technology.

ON SCREEN: Stimulates THE CORTEX

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

ON SCREEN: KEY NEURONS

Fire together

Wire together

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

ON SCREEN: Challenged, NOT FRUSTRATED!

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

ON SCREEN: Game Adapts TO EACH PLAYER

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

ON SCREEN: Kids Love JUNGLE RANGERS

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

ON SCREEN: FIRST TIME PLAYERS! JUNGLE RANGERS

CHILD: I like Jungle Rangers.

CHILD: Very cool, awesome game.

CHILD: Pretty challenging.

CHILD: A little easy, a little hard.

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

CHILD: And you do all this fun stuff.

CHILD: I like Jungle Rangers.

ON SCREEN: HOW MUCH

Wasted Money?

DO NOTHING GAMES

BORING TUTORING SESSIONS

AFTER SCHOOL PROGRAMS

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

ON SCREEN: PARENT TO PARENT PROMISE

6 MONTH 100% MONEY BACK GUARANTEE

JUNGLE RANGERS

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

ON SCREEN: ifocus
$14.95 PLUS S&H

30 DAY OFFER

EXCLUSIVE TV OFFER

Play JUNGLE RANGERS in your home!

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

MALE ANNOUNCER: And, right now, your family

has an extraordinary opportunity to try ifocus and play

Jungle Rangers in your home for 30 days for just $14.95.

That’s right. It’s a very special ifocus Jungle

Rangers --

ON SCREEN: Product information shown above

Quick Start System

AVAILABLE FOR Mac Windows

MALE ANNOUNCER: -- quick start offer. Use it

in your own home for a full 30 days for just $14.95.

UNIDENTIFIED FEMALE: I definitely would

recommend this product.

ON SCREEN: Product information shown above

Not all children will achieve this result.

UNIDENTIFIED FEMALE: Jungle Rangers has helped

Forrester maximize his potential.

UNIDENTIFIED FEMALE: I definitely would

recommend it.

ON SCREEN: CALL or Click

TO ORDER NOW!
ifocus

$14.95 PLUS S&H

30 DAY OFFER

EXCLUSIVE TV OFFER

THE ENTIRE ifocus Quick Start System

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

MALE ANNOUNCER: Call or click ifocussystem.com right now and try the incredible ifocus Jungle Rangers Quick Start System for 30 days for just $14.95.

ON SCREEN: Product information shown above

JUNGLE RANGERS

Brain Training Game

Checklist

MALE ANNOUNCER: You’ll receive the ifocus brain training Jungle Rangers game and user-friendly checklist.

ON SCREEN: Product information shown above

Science Behind the Game AUDIO CD

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

ON SCREEN: Product information shown above

5 ways in 5 days

QUICK START CARDS

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

ON SCREEN: Product information shown above

Focus on Behavior HANDBOOK

Behavior Advice from Experts AUDIO CD

Focus on Behavior QUICK START CARDS

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

ON SCREEN: Product information shown above

FIRST EDITION JUNGLE RANGERS Comic Book

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

UNIDENTIFIED FEMALE: ifocus has given me different tools to be more organized at home.

UNIDENTIFIED FEMALE: Like little steps for her that would be easy for her to remember and write out and keep on track.

ON SCREEN: Product information shown above

Not all children will achieve this result.

UNIDENTIFIED FEMALE: ifocus gave me the tools to help my children do better in school.

ON SCREEN: ifocus

$14.95 PLUS S&H
30 DAY OFFER

EXCLUSIVE TV OFFER

THE ENTIRE ifocus Quick Start System

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

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

ON SCREEN: CALL in the next 6 MINUTES!

Product information shown above

FREE SHIPPING

MALE ANNOUNCER: Call or click ifocussystem.com in the next 6 minutes and we’ll even include free shipping.

ON SCREEN: ifocus

$14.95 PLUS S&H

30 DAY OFFER

EXCLUSIVE TV OFFER

THE ENTIRE ifocus Quick Start System

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

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

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

ON SCREEN: ifocus

$14.95 PLUS S&H

30 DAY OFFER

EXCLUSIVE TV OFFER

PARENT TO PARENT PROMISE

6 MONTH 100% MONEY BACK GUARANTEE

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

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

ON SCREEN: Product information shown above $70 VALUE

Keep your FREE GIFTS!

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

CHILD: Last year, I would just daydream in
class and now I’m more focused with my teacher.

ON SCREEN: Product information shown above

Not all children will achieve this result.

CHILD: I can read faster.

CHILD: It helps me in school and my homework.

ON SCREEN: CALL or Click

TO ORDER NOW!

ifocus

$14.95 PLUS S&H

30 DAY OFFER

EXCLUSIVE TV OFFER

THE ENTIRE ifocus Quick Start System

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

MALE ANNOUNCER: Call or click ifocussystem.com

and order right now, and you could be hearing these

words, too.

CHILD: Jungle Rangers help me pay attention.

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

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

ON SCREEN: ifocus

The preceding was a paid presentation for the

ifocus system

MALE ANNOUNCER: The preceding was a paid

presentation for the ifocus system.

(The recording was concluded.)
CERTIFICATION OF TYPIST

MATTER NUMBER: 1223153
CASE TITLE: IFOCUS EDUCATION, LLC
TAPING DATE: FEBRUARY 17, 2012
TRANSCRIPTION DATE: NOVEMBER 12, 2013

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

DATED: NOVEMBER 12, 2013

ELIZABETH M. FARRELL

CERTIFICATION OF PROOFREADER

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

SARA J. VANCE
RECORDING:                      PAGE:

Jungle Rangers Infomercial       3
FEDERAL TRADE COMMISSION

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

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

ON SCREEN: PRODUCT: ifocus System
COMPANY: focus education
TITLE: ifocus $14.95 Trial Offer - No Host
       6 Month Guarantee
TRT: 28:30
ISCI: FEIF0104
AGENCY: Script to Screen
DATE: 06/18/2012
AUDIO: 1 & 2 Stereo Mix
www.scripttoscreen.com

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

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

MALE ANNOUNCER: In today’s modern world, kids are bombarded by --

ON SCREEN: DISTRACTED
FRUSTRATED
UNABLE TO FINISH TASKS

MALE ANNOUNCER: -- so many distractions that
they often become frustrated and can’t stay on track to
even finish the simplest of tasks.

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

ON SCREEN: STRUGGLING

WITH GRADES AND HOMEWORK?

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

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

ON SCREEN: PROBLEMS AT SCHOOL?

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

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

ON SCREEN: Powerful

BREAKTHROUGH

Ages 6-12

MALE ANNOUNCER: Now, there’s a brilliant
breakthrough, a powerful way to teach boys and girls,
age 6 through 12, to effectively --

ON SCREEN: Filter, Focus, Absorb, Remember

For

The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
MALE ANNOUNCER: -- filter, focus, absorb and remember and have a great time doing it.

Introducing the ifocus Jungle Rangers Brain Training System for your computer.

ON SCREEN: JUNGLE RANGERS

MALE ANNOUNCER: At first glance, Jungle Rangers looks like a simple and basic video game --

ON SCREEN: Groundbreaking

BRAIN TRAINING PROGRAM

for attention

MALE ANNOUNCER: -- but it’s really a groundbreaking, state-of-the-art brain training program for attention. Throughout all the levels and sequences of the game, every action, interaction, and reaction is a meticulously and carefully --

ON SCREEN: Strategies

HIDDEN IN GAME!

FILTER OUT DISTRACTIONS

FOCUS ON TASKS

REMEMBER INFORMATION

ifocus

MALE ANNOUNCER: -- designed hidden strategy to train your child to filter out distractions, focus on tasks at hand and absorb and remember important information.

For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
ON SCREEN: IMPROVEMENT

Thinking +93%
Self-Regulation +38%
Average Thinking Improvement 24% in 5 hours.
Average Self-Regulation Improvement 30% in 5 hours.

Tiffany
age 11

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

ON SCREEN: IMPROVEMENT

Sustained Attention +33%
Thinking +95%
Average Sustained Attention Improvement 14% in 5 hours.
Average Thinking Improvement 14% in 5 hours.

Forrester
age 10

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

ON SCREEN: IMPROVEMENT

Self-Regulation +105%
Feeling +44%
Average Self-Regulation Improvement 30% in 5 hours.

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Average Feeling Improvement 36% in 5 hours.

Chazz

age 10

CHAZZ: I have better grades.

ON SCREEN: Jackson

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

JACKSON: I’ve been getting a lot more 100
percents.

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

ON SCREEN: Stimulate, Strengthen

CONNECTIONS

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

ON SCREEN: BRAIN TRAINING Exercises

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

ON SCREEN: ifocus

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

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

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

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

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

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

EMOTION: +25%

Jackson age 11

Average Emotion Improvement 45% in 5 hours
MALE ANNOUNCER: After just a few hours of playing ifocus Jungle Rangers --

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

MALE ANNOUNCER: -- these kids --

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

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

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

MALE ANNOUNCER: -- their focus and attention --

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

MALE ANNOUNCER: -- some of them dramatically.

ON SCREEN: Connie
Jacquelyn’s Mom

CONNIE: We just got done with parent-teacher conference and Jacquelyn’s one of the highest ones in her classes in reading.

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- www.ftrinc.net - (800) 921-5555
ON SCREEN: EVERYONE E CONTENT RATED BY ESRB

JUNGLE RANGERS

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

ON SCREEN: Jason Leon

ifocus Game Developer

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

ON SCREEN: NEVER BEFORE!

SCIENCE & EDUCATION

COMBINED

JUNGLE RANGERS

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

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

ON SCREEN: PARENT TO PARENT

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6 MONTH 100% MONEY BACK GUARANTEE PROMISE
FOCUS
ATTENTION
MEMORY
SCHOOL WORK
SELF ESTEEM
Guarantee less return shipping
MALE ANNOUNCER: -- a six-month parent to
parent promise. If your child does not see an
improvement in focus, attention, memory, school work or
self esteem within six months, simply return the program
for a complete refund. That’s how confident the people
at ifocus are that you will absolutely see a significant
difference in how your child acts and responds at school
and at home.
ON SCREEN: Scientifically Proven
BRAIN TRAINING EXERCISES
EVERYONE   E CONTENT RATED BY ESRB
JUNGLE RANGERS
MALE ANNOUNCER: The ifocus Jungle Rangers game
features the same series of proven brain training
techniques used by neuropsychologists, therapists, and
scientists for years, now designed as a fun computer
video game.  For The Record, Inc.  (301) 870-8025 -
www.ftrinc.net - (800) 921-5555
JASON LEON: We worked directly with the neurotherapist that would tell us what was supposed to be in and why it was supposed to be in. Oftentimes, when folks try and mix these two worlds, they forget that you’ve got to make it fun first. So, it was kind of this convergence of science and fun.

ON SCREEN: Science: BRAIN TRAINING TECHNIQUES

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

ON SCREEN: Fun:

EASY GAME!

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

ON SCREEN: 9 ADVANCING Games

MALE ANNOUNCER: -- nine separate advancing games --

ON SCREEN: 3 DIFFERENT Worlds

MALE ANNOUNCER: -- in three different worlds, all of which include exercises proven to --
ON SCREEN: GAMES IMPROVE
Focus, Concentration, Memory
MALE ANNOUNCER: -- improve focus,
concentration and memory --
ON SCREEN: SPAN SEQUENCES
REMEMBER AND RECALL
FILTER DISTRACTIONS
IMPROVE COMPREHENSION
MALE ANNOUNCER: -- like these span sequences
which ask players to remember complex information, even
while distracted. So, many kids who play Jungle Rangers
span games feel a jump in math and reading comprehension.
ON SCREEN: CONTINUOUS PERFORMANCE
PAY ATTENTION
LEARN PATIENCE
FOCUS
MALE ANNOUNCER: Continuous performance games
are all about paying attention and learning patience.
Research shows kids learn to stay alert and to really
focus on what’s going on, even at times when they’d
normally zone out.
ON SCREEN: N-BACK
HOLD INFORMATION
UPDATE INFORMATION
REMEMBER AND FOCUS
MALE ANNOUNCER: And N-Back requires players to hold information and to update that information. Adding new levels of difficulty is practice for real life, helping kids to focus and remember what they need to do.

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

ON SCREEN: Filter, Focus, Absorb, Remember

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

ON SCREEN: Marissa

Chazz’s Mom

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

ON SCREEN: Colleen

Michael and Nelson’s Mom

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

ON SCREEN: Kristin

Anna’s Mom

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

ON SCREEN: Julie

Zach’s Mom

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

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

ON SCREEN: Daniel Amen, M.D.

Brain Imaging Specialist

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

ON SCREEN: Daniel Amen, M.D.

Author, 28 books on the brain

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

So, we had a group of 45 children.

ON SCREEN: SELF REGULATION: +200%

Anna age 10

Average Self Regulation Improvement 30% in 5
DR. DANIEL AMEN: What we found was their ability to --

ON SCREEN: SELF REGULATION: +38%

Tiffany age 11
Average Self Regulation Improvement 30% in 5 hours

DR. DANIEL AMEN: -- regulate themselves --

ON SCREEN: SELF REGULATION: +105%

Chazz age 10
Average Self Regulation Improvement 30% in 5 hours

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

ON SCREEN: EMOTION: +25%

Jackson age 11
Average Emotion Improvement 45% in 5 hours

DR. DANIEL AMEN: -- emotion --

ON SCREEN: EMOTION: +29%

Zach age 11
Average Emotion Improvement 45% in 5 hours

DR. DANIEL AMEN: -- statistically significantly increased --

ON SCREEN: EMOTION: +350%

Isaac age 9
Average Emotion Improvement 45% in 5 hours
DR. DANIEL AMEN: -- after the kids played the game.

If you can help a child with their emotions --

ON SCREEN: Self Regulation

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

ON SCREEN: Daniel Amen, M.D.

Brain Imaging Specialist

DR. DANIEL AMEN: And the reason I say that is I love the approach. It’s a brain training exercise. None of it’s hard. I mean, that’s sort of the exciting thing. None of it’s hard and it can give you a big benefit. And as a parent, you feel confident --

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

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

ON SCREEN: Julie

Zach’s Mom

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

ON SCREEN: Taffie

Trista’s Mom

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TAFFIE: And it settles them in and it helps

them to learn to focus.

UNIDENTIFIED FEMALE: He says, mom, I can focus

in class.

ON SCREEN: JUNGLE RANGERS

BRAIN TRAINING SYSTEM

for Attention!

MALE ANNOUNCER: Introducing the ifocus Jungle

Rangers Brain Training System. What looks like just a

video game is actually a --

ON SCREEN: Sophisticated

BRAIN TRAINING TOOL

MALE ANNOUNCER: -- sophisticated and highly

developed state-of-the-art brain training tool, designed

as a series of --

ON SCREEN: 9 COMPUTER GAME

Adventures

MALE ANNOUNCER: -- nine fun, exciting and

challenging computer game adventures.

ON SCREEN: EVERYONE E CONTENT RATED BY ESRB

JUNGLE RANGERS

AVAILABLE FOR Windows Mac

MALE ANNOUNCER: Rated E for everyone and

available for both PC and Mac, the ifocus Jungle Rangers

game is unlike any educational game you’ve ever seen,
because hidden within every level of the nine innovative
ifocus Jungle Rangers games are --

ON SCREEN:  Scientifically Proven
BRAIN TRAINING EXERCISES
MALE ANNOUNCER:  -- scientifically proven
memory and attention brain training exercises, designed
to improve --

ON SCREEN:  Focus
Concentration
Memory
MALE ANNOUNCER:  -- focus, concentration and
memory --

ON SCREEN:  Stimulate, Strengthen
CONNECTIONS
MALE ANNOUNCER:  -- strengthening important
neuron connections --

ON SCREEN:  SPAN SEQUENCES
REMEMBER AND RECALL
FILTER DISTRACTIONS
IMPROVE COMPREHENSION
MALE ANNOUNCER:  -- like these span sequences
which ask players to remember complex information, even
while distracted. So, many kids who play Jungle Rangers
span games feel a jump in math and reading comprehension.

ON SCREEN:  CONTINUOUS PERFORMANCE
For The
Record, Inc.  (301) 870-8025 - www.ftrinc.net - (800) 921-5555
PAY ATTENTION

LEARN PATIENCE

FOCUS

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

ON SCREEN: N-BACK

HOLD INFORMATION

UPDATE INFORMATION

REMEMBER AND FOCUS

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

ON SCREEN: INNOVATIVE

COMBINATION!

PROVEN CHALLENGING

Science Fun

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

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ON SCREEN:  FIRST TIME PLAYERS!  JUNGLE RANGERS

CHILD:  It was really fun.

CHILD:  It’s like a puzzle.

CHILD:  It’s fun.

CHILD:  It’s just an awesome game.

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

ON SCREEN:  PARENT

DASHBOARD

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

ON SCREEN:  Taffie

Trista’s Mom

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

ON SCREEN:  Jennifer

Kaida’s Mom

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

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

ON SCREEN:  ifocus

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$14.95 PLUS S&H
30 DAY TRIAL
EXCLUSIVE INTRODUCTORY OFFER
Entire iFocus BRAIN TRAINING SYSTEM
CALL NOW www.ifocusSystem.com

MALE ANNOUNCER: Now, through this extraordinary and exclusive introductory offer, you can get the entire iFocus Jungle Rangers Brain Training System --

ON SCREEN: ifocus
$14.95 PLUS S&H
30 DAY TRIAL
EXCLUSIVE INTRODUCTORY OFFER
INCLUDES JUNGLE RANGERS GAMES
CALL NOW www.ifocusSystem.com

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

It comes with everything your child needs to succeed --

ON SCREEN: ifocus
$14.95 PLUS S&H
30 DAY TRIAL
EXCLUSIVE INTRODUCTORY OFFER

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JUNGLE RANGERS GAME CD    Mac    Windows
CALL NOW                 www.ifocusSystem.com
MALE ANNOUNCER: -- including the Jungle
Rangers game CD --
ON SCREEN: ifocus
$14.95  PLUS S&H
30 DAY TRIAL
EXCLUSIVE INTRODUCTORY OFFER
INCLUDING Parent Dashboard
CALL NOW                 www.ifocusSystem.com
MALE ANNOUNCER: -- with a parent dashboard tracker for monitoring their time and progress --
ON SCREEN: ifocus
$14.95  PLUS S&H
30 DAY TRIAL
EXCLUSIVE INTRODUCTORY OFFER
Science Behind the Game AUDIO CD
CALL NOW                 www.ifocusSystem.com
MALE ANNOUNCER: -- this in-depth parent audio CD that explains the science behind this groundbreaking program --
ON SCREEN: ifocus
$14.95  PLUS S&H
30 DAY TRIAL
EXCLUSIVE INTRODUCTORY OFFER
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Focus on Behavior HANDBOOK + AUDIO CD

CALL NOW www.ifocusSystem.com

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

ON SCREEN: ifocus
$14.95 PLUS S&H
30 DAY TRIAL
EXCLUSIVE INTRODUCTORY OFFER
Plus Additional BONUS EXTRAS!

CALL NOW www.ifocusSystem.com

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

ON SCREEN: ifocus
$14.95 PLUS S&H
30 DAY TRIAL
EXCLUSIVE INTRODUCTORY OFFER
Entire ifocus BRAIN TRAINING SYSTEM

CALL NOW www.ifocusSystem.com

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

But listen to this, the creators at Focus Education, who are also concerned parents, are so For The

Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
confident that you and your child will absolutely fall in
love with this amazing system that they’re offering an
unheard of parent to parent promise.

ON SCREEN: ifocus
Guarantee less return shipping
$14.95 PLUS S&H
30 DAY TRIAL
EXCLUSIVE INTRODUCTORY OFFER
PARENT TO PARENT PROMISE
6 MONTH 100%
MONEY BACK GUARANTEE
Play JUNGLE RANGERS in your home!
CALL NOW www.ifocusSystem.com

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

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

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

ON SCREEN: CALL in the next 18 minutes!

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

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE INTRODUCTORY OFFER

FREE SHIPPING & HANDLING

CALL NOW                      www.ifocusSystem.com

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

UNIDENTIFIED FEMALE: I would say that it’s a
game that gives you results.

ON SCREEN: Product information shown above

Individual result - your child may not be as
successful

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

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

MALE ANNOUNCER: The ifocus Jungle Rangers

Brain Training System for attention is not available in
stores or schools.

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ON SCREEN: CALL or Click
TO ORDER NOW!

ifocus
$14.95 PLUS S&H
30 DAY TRIAL

EXCLUSIVE INTRODUCTORY OFFER
NOT AVAILABLE AT SCHOOLS!

CALL NOW www.ifocusSystem.com

MALE ANNOUNCER: It’s only available online or through this exclusive television offer. So, make the commitment to help your child filter, focus, absorb and remember. Call now or click on ifocusSystem.com.

ON SCREEN: ifocus
$14.95 PLUS S&H
30 DAY TRIAL
EXCLUSIVE INTRODUCTORY OFFER

PARENT TO PARENT PROMISE

6 MONTH 100% MONEY BACK GUARANTEE

Guarantee less return shipping

CALL NOW www.ifocusSystem.com

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

UNIDENTIFIED FEMALE: 100 percent recommend it.
FEMALE ANNOUNCER: Zak and Zane are identical twins. Think busy times two. Their dad knows how important exercise is for young boys, so he makes sure they spend a lot of time outside working off their energy. And while they’re great when it comes to sports, both Zak and Zane had trouble focusing at school.

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

FEMALE ANNOUNCER: But since playing the Jungle Rangers game and using the ifocus System, Zak and Zane are able to focus, filter out distractions and homework has become much more productive.

ON SCREEN: Garth

Zak and Zane’s Dad

Individual Result - your child may not be as For
GARTH: Well, they’re doing better in school. We just got their report cards, and we were shocked, all As and Bs. They’ve never had that before.

ON SCREEN: Zak and Zane
age 9 www.ifocusSystem.com

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

ON SCREEN: Garth Zak and Zane’s Dad www.ifocusSystem.com

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

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

ON SCREEN: NEURON TECHNOLOGY
KEY NEURONS
Fire together
Wire together

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

ON SCREEN: Filter, Focus, Absorb, Remember

FEMALE ANNOUNCER: This creates pathways that
helps kids to filter, focus, absorb and remember --

ON SCREEN: SPAN SEQUENCES

www.ifocusSystem.com

REMEMBER AND RECALL

FILTER DISTRACTIONS

IMPROVE COMPREHENSION

FEMALE ANNOUNCER: -- using span sequences

which ask players to remember complex information, even

while distracted. So, many kids who play Jungle Rangers

span games feel a jump in math and in reading

comprehension.

ON SCREEN: CONTINUOUS PERFORMANCE

www.ifocusSystem.com

PAY ATTENTION

LEARN PATIENCE

FOCUS

FEMALE ANNOUNCER: Continuous performance games

are all about paying attention and learning patience.

Research proves kids who play continuous performance

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

really focus on what’s going on around them.

ON SCREEN: N-BACK

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HOLD INFORMATION

UPDATE INFORMATION

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REMEMBER AND FOCUS

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

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

ON SCREEN: PARENT’S DASHBOARD

MONITOR PROGRESS

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

ON SCREEN: Marissa

Chazz’s Mom

Individual Result - your child may not be as successful

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

ON SCREEN: Chazz

age 10 www.ifocusSystem.com

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

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blurt out in class and now I don’t do that as much anymore.

ON SCREEN: Marissa Chazz’s Mom www.ifocusSystem.com

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

ON SCREEN: www.ifocusSystem.com

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

ON SCREEN: JUNGLE RANGERS

NOT AVAILABLE AT SCHOOLS!

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

ON SCREEN: Lori Jensen Principal, 30 years in education www.ifocusSystem.com

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

FEMALE ANNOUNCER: The teachers were enthusiastic.

ON SCREEN: Jane Marshall

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

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

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

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

ON SCREEN: Lavonne Riggs

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

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

ON SCREEN: Jane Marshall For The Record, Inc.

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

LAVONNE RIGGS: Pretty amazing.

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

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

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

GARTH: Thank you. That’s about what I want to say. Thank you for ifocus.

$14.95 PLUS S&H

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Entire ifocus BRAIN TRAINING SYSTEM
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MALE ANNOUNCER:  Now, through this
extraordinary and exclusive introductory offer, you can
get the entire ifocus Jungle Rangers Brain Training
System --

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

EXCLUSIVE INTRODUCTORY OFFER
INCLUDES JUNGLE RANGERS GAMES
CALL NOW                 www.ifocusSystem.com
MALE ANNOUNCER:  -- including all nine Jungle
Rangers games, and find out for yourself how effective it
really is by simply trying it for a full 30 days for just
$14.95.

It comes with everything your child needs to
succeed --

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

EXCLUSIVE INTRODUCTORY OFFER
JUNGLE RANGERS GAME CD Mac Windows
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MALE ANNOUNCER: -- including the Jungle Rangers game CD --

ON SCREEN: ifocus

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE INTRODUCTORY OFFER

INCLUDING Parent Dashboard

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

ON SCREEN: ifocus

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE INTRODUCTORY OFFER

Science Behind the Game AUDIO CD

CALL NOW www.ifocusSystem.com

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

ON SCREEN: ifocus

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE INTRODUCTORY OFFER

Focus on Behavior HANDBOOK + AUDIO CD

CALL NOW www.ifocusSystem.com

For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
MALE ANNOUNCER: -- plus this Focus on Behavior handbook and audio CD that helps both child and parent to understand and recognize good and bad behavioral patterns --

ON SCREEN: ifocus
$14.95 PLUS S&H
30 DAY TRIAL
EXCLUSIVE INTRODUCTORY OFFER
Plus Additional BONUS EXTRAS!
CALL NOW www.ifocusSystem.com

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

ON SCREEN: ifocus
$14.95 PLUS S&H
30 DAY TRIAL
EXCLUSIVE INTRODUCTORY OFFER
Entire ifocus BRAIN TRAINING SYSTEM
CALL NOW www.ifocusSystem.com

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

ON SCREEN: ifocus
Guarantee less return shipping
$14.95 PLUS S&H
30 DAY TRIAL

For The Record, Inc.  (301) 870-8025 - www.ftrinc.net - (800) 921-5555
EXCLUSIVE INTRODUCTORY OFFER
PARENT TO PARENT PROMISE
6 MONTH 100%
MONEY BACK GUARANTEE
Play JUNGLE RANGERS in your home!
CALL NOW www.ifocusSystem.com

MALE ANNOUNCER: And don’t forget the incredible parent to parent promise. If you order today, ifocus will give you up to six months. Yes, six full months to put the ifocus Jungle Rangers Brain Training System to the test, or your money back.

ON SCREEN: ifocus
CALL in the next 10 MINUTES!
$14.95 PLUS S&H
30 DAY TRIAL
EXCLUSIVE INTRODUCTORY OFFER
FREE SHIPPING & HANDLING
CALL NOW www.ifocusSystem.com

MALE ANNOUNCER: If you call and order in the next ten minutes, we’ll ship the entire system right to your door for free. That’s right, absolutely free shipping and handling. But only if you call and order right away.

ON SCREEN: CALL or Click TO ORDER NOW! For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
ifocus
$14.95 PLUS S&H
30 DAY TRIAL
EXCLUSIVE INTRODUCTORY OFFER
NOT AVAILABLE AT SCHOOLS!
CALL NOW www.ifocusSystem.com

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

ON SCREEN: ifocus
$14.95 PLUS S&H
30 DAY TRIAL
EXCLUSIVE INTRODUCTORY OFFER
CALL NOW www.ifocusSystem.com

MALE ANNOUNCER: So, make the commitment to help your child filter, focus, absorb and remember. Call now or click on ifocussystem.com.

ON SCREEN: CALL or Click TO ORDER NOW!
ifocus
$14.95 PLUS S&H
30 DAY TRIAL
EXCLUSIVE INTRODUCTORY OFFER
PARENT TO PARENT PROMISE For The Record, Inc.
(301) 870-8025 - www.ftrinc.net - (800) 921-5555
6 MONTH 100%
MONEY BACK GUARANTEE
Guarantee less return shipping
CALL NOW www.ifocusSystem.com
MALE ANNOUNCER: And, remember, with the ifocus
system, your child will achieve and succeed or your money
back. Call now.
FEMALE ANNOUNCER: Isaac is a busy nine-year-
old and Isaac had trouble paying attention in school
until his mom discovered the ifocus System.
ON SCREEN: www.ifocusSystem.com
FEMALE ANNOUNCER: He started playing Jungle
Rangers and she learned easy ways to help him change his
behavior, to get organized and to get focused.
ON SCREEN: Alitza
Issac’s Mom www.ifocusSystem.com
ALITZA: The teacher actually has told me that
this couple weeks, she’s noticed big, big change.
FEMALE ANNOUNCER: Now, instead of spending
hours on homework, Isaac is able to stay on task.
ALITZA: Oh, my gosh, this game is amazing, 100
percent recommend it. And he likes that, he enjoys it,
and that’s what makes me very happy.
ON SCREEN: DEVELOPED BY
Scientists Educators Parents For The Record,
Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
FEMALE ANNOUNCER: Behind ifocus is a team of scientists, doctors, educators, child psychologists, award-winning game designers and parents. The result, something truly unique and remarkable that children love to play.

ON SCREEN: FIRST TIME PLAYERS! JUNGLE RANGERS

CHILD: I like Jungle Rangers.

CHILD: Very cool, awesome game.

CHILD: Pretty challenging.

CHILD: A little easy, a little hard.

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

CHILD: And you do all this fun stuff.

CHILD: I like Jungle Rangers.

ON SCREEN: www.ifocusSystem.com

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

GAME: Good day, I need your help.

ON SCREEN: Game Adapts

TO PLAYER!

JASON LEON: Each and every game is adaptive.

ON SCREEN: Jason Leon

ifocus Game Developer www.ifocusSystem.com

JASON LEON: So, it’s actually designed to For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
scale up in difficulty so that it keeps your brain energy up as high as it possibly can.

ON SCREEN: Lori Jensen
Principal, 30 years in education
www.ifocusSystem.com

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

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

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

ON SCREEN: INNOVATIVE COMBINATION!

PROVEN CHALLENGING
Science Fun

www.ifocusSystem.com

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

ON SCREEN: EFFECTIVE TOOL FOR

Parents & Kids

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

www.ftrinc.net - (800) 921-5555
Forethought
Discipline
Self-Regulations

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

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

ON SCREEN: Daniel Amen, M.D.
Brain Imaging Specialist www.ifocusSystem.com

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

ON SCREEN: EMOTION: +25%
Jackson age 11
Average Emotion Improvement 45% in 5 hours

DR. DANIEL AMEN: And it was actually very --
ON SCREEN: EMOTION: +29%
Zach age 11
Average Emotion Improvement 45% in 5 hours

DR. DANIEL AMEN: -- exciting to find in --
ON SCREEN: EMOTION: +350%
Isaac age 9

For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
Average Emotion Improvement 45% in 5 hours

DR. DANIEL AMEN: -- areas of motion and --

ON SCREEN: SELF REGULATION: +200%

Anna age 10
Average Self Regulation Improvement 30% in 5 hours

ON SCREEN: SELF REGULATION: +38%

Tiffany age 11
Average Self Regulation Improvement 30% in 5 hours

ON SCREEN: SELF-REGULATION: +105%

Chazz age 10
Average Self-Regulation 30% in 5 hours

DR. DANIEL AMEN: -- improved significantly.

ON SCREEN: www.ifocusSystem.com

DR. DANIEL AMEN: Self-regulation is really one

of the secrets to long-term success.

The brain is so interesting. It has many
different abilities. So, the ability to regulate itself
comes from the front part of your brain. It helps you
with things like focus and forethought, judgment, impulse
control. And it’s very exciting. With ifocus, there, in
fact, is evidence that it helps them especially in those
areas of self-regulation and emotion.

ON SCREEN: ifocus

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

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

ON SCREEN: Taffie

Trista’s Mom www.ifocusSystem.com

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

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

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

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

ON SCREEN: Trista For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
TRISTA: It does help me pay attention.

FEMALE ANNOUNCER: When a child feels successful, he or she can be successful in the areas that are most important to them. It starts at home. They take it with them to school --

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

FEMALE ANNOUNCER: -- and then it comes right back around to happier kids at home and happy kids make happy families.

ON SCREEN: Colleen

Michael and Nelson’s Mom

COLLEEN: I could see the improvement in him.

ON SCREEN: Susan

Forrester’s Mom

SUSAN: Things come easier.

ON SCREEN: Kristin

Anna’s Mom

KIRSTIN: She’s been better at being a self starter.

ON SCREEN: Connie

Landon’s Mom

LANDON: He was able to follow directions a lot better.
ON SCREEN: Garth
Zak and Zane’s Dad
GARTH: The fact that he came home and wanted
to do his homework.
ON SCREEN: Marissa
Chazz’s Mom
MARISSA: When I come home from work, his
chores are done.
ON SCREEN: Adell
Tiffany’s Mom
ADELL: I definitely would recommend it.
ON SCREEN: Forrester
age 10
FORRESTER: The best thing about Jungle Rangers
is everything.
ON SCREEN: JUNGLE RANGERS
BRAIN TRAINING SYSTEM
for Attention!
MALE ANNOUNCER: Introducing the ifocus Jungle
Rangers Brain Training System.
ON SCREEN: JUNGLE RANGERS
MALE ANNOUNCER: What looks like just a video
game is actually a --
ON SCREEN: Sophisticated
BRAIN TRAINING TOOL
For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
MALE ANNOUNCER: -- sophisticated and highly developed state-of-the-art brain training tool, designed as a series of --

ON SCREEN: 9 COMPUTER GAME Adventures

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

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

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

ON SCREEN: Scientifically Proven BRAIN TRAINING EXERCISES

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

ON SCREEN: Focus Concentration Memory

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

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

www.ftrinc.net - (800) 921-5555
ON SCREEN: Stimulate, Strengthen Connections

MALE ANNOUNCER: -- strengthening important neuron connections --

ON SCREEN: SPAN SEQUENCES

REMEMBER AND RECALL
FILTER DISTRACTIONS
IMPROVE COMPREHENSION

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

ON SCREEN: CONTINUOUS PERFORMANCE

PAY ATTENTION
LEARN PATIENCE
FOCUS

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

ON SCREEN: N-BACK

HOLD INFORMATION
UPDATE INFORMATION

REMEMBER AND FOCUS

For The Record, Inc.  (301) 870-8025 - www.ftrinc.net - (800) 921-5555
MALE ANNOUNCER: And N-Back requires players to hold information and update that information. It’s practice for real life, helping kids to think about what they’ve learned and to focus and remember what they need to do.

ON SCREEN: INNOVATIVE

COMBINATION!

PROVEN CHALLENGING

Science Fun

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

ON SCREEN: FIRST TIME PLAYERS! JUNGLE RANGERS

CHILD: It was really fun.

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

CHILD: It’s like a puzzle.

CHILD: It’s fun.

CHILD: It’s just an awesome game.

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

ON SCREEN: PARENT

DASHBOARD

MALE ANNOUNCER: This exclusive feature records

For The Record, Inc.  (301) 870-8025 - www.ftrinc.net - (800) 921-5555
your child’s progress and reveals how they’re improving
in key cognitive areas like sequencing, performance and
memory.

ON SCREEN:  Taffie

Trista’s Mom

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

ON SCREEN:  Jennifer

Kaida’s Mom

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

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

ON SCREEN:  ifocus

$14.95  PLUS S&H

30 DAY TRIAL

EXCLUSIVE INTRODUCTORY OFFER

Entire ifocus BRAIN TRAINING SYSTEM

CALL NOW                 www.ifocusSystem.com

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

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

870-8025 - www.ftrinc.net - (800) 921-5555
$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE INTRODUCTORY OFFER

INCLUDES JUNGLE RANGERS GAMES

CALL NOW               www.ifocusSystem.com

MALE ANNOUNCER:  -- including all nine Jungle

Rangers games, and find out for yourself how effective it
really is by simply trying it for a full 30 days for just
$14.95.

It comes with everything your child needs to
succeed --

ON SCREEN:  ifocus

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE INTRODUCTORY OFFER

JUNGLE RANGERS GAME CD   Mac   Windows

CALL NOW               www.ifocusSystem.com

MALE ANNOUNCER:  -- including the Jungle

Rangers game CD --

ON SCREEN:  ifocus

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE INTRODUCTORY OFFER

INCLUDING Parent Dashboard

CALL NOW               www.ifocusSystem.com

For The Record, Inc.   (301) 870-8025 - www.ftrinc.net - (800) 921-5555
MALE ANNOUNCER: -- with a parent dashboard tracker for monitoring their time and progress --

ON SCREEN: ifocus

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE INTRODUCTORY OFFER

Science Behind the Game AUDIO CD

CALL NOW www.ifocusSystem.com

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

ON SCREEN: ifocus

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE INTRODUCTORY OFFER

Focus on Behavior HANDBOOK + AUDIO CD

CALL NOW www.ifocusSystem.com

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

ON SCREEN: ifocus

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE INTRODUCTORY OFFER

For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
Plus Additional BONUS EXTRAS!

CALL NOW www.ifocusSystem.com

MALE ANNOUNCER: -- and even more bonus items,

all yours included at no extra cost.

ON SCREEN: ifocus

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE INTRODUCTORY OFFER

Entire ifocus BRAIN TRAINING SYSTEM

CALL NOW www.ifocusSystem.com

MALE ANNOUNCER: You get this entire system

with everything you see here to simply try for a full

month for just $14.95.

But listen to this, the creators at Focus

Education, who are also concerned parents, are so

confident that you and your child will absolutely fall in

love with this amazing system that they’re offering an

unheard of parent to parent promise.

ON SCREEN: ifocus

Guarantee less return shipping

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE INTRODUCTORY OFFER

PARENT TO PARENT PROMISE

6 MONTH 100%

For The Record, Inc. (301) 870-

8025 - www.ftrinc.net - (800) 921-5555
MONEY BACK GUARANTEE

Play JUNGLE RANGERS in your home!

CALL NOW   www.ifocusSystem.com

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

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

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

ON SCREEN: CALL in the next 6 minutes!

ifocus $14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE INTRODUCTORY OFFER

FREE SHIPPING & HANDLING

CALL NOW   www.ifocusSystem.com

MALE ANNOUNCER: And it gets even better. Call and order in the next 6 minutes and we’ll ship this total and complete breakthrough system, with all the extras and included bonus items right to your door for free. That’s For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
right, absolutely free shipping and handling, but only if
you call and order right away.

    UNIDENTIFIED FEMALE: I would say that it’s a
game that gives you results.

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

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

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

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

    ON SCREEN: CALL or Click
    TO ORDER NOW!

    ifocus
    $14.95 PLUS S&H

    30 DAY TRIAL

    EXCLUSIVE INTRODUCTORY OFFER

    NOT AVAILABLE AT SCHOOLS!

    CALL NOW www.ifocusSystem.com

    MALE ANNOUNCER: It’s only available online or
    through this exclusive television offer. So, make the
    For

The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
commitment to help your child filter, focus, absorb and remember. Call now or click on ifocusSystem.com.

ON SCREEN: ifocus

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE INTRODUCTORY OFFER

PARENT TO PARENT PROMISE

6 MONTH 100%

MONEY BACK GUARANTEE

Guarantee less return shipping

CALL NOW www.ifocusSystem.com

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

UNIDENTIFIED FEMALE: 100 percent recommend it.

ON SCREEN: CALL or Click

TO ORDER NOW!

ifocus

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE INTRODUCTORY OFFER

CALL NOW www.ifocusSystem.com

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

For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
ON SCREEN: ifocus

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

(The recording was concluded.)
CERTIFICATION OF TYPIST

MATTER NUMBER: 1223153
CASE TITLE: IFOCUS EDUCATION, LLC
TAPING DATE: JUNE 18, 2012
TRANSCRIPTION DATE: NOVEMBER 12, 2013

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

DATED: NOVEMBER 12, 2013

ELIZABETH M. FARRELL

CERTIFICATION OF PROOFREADER

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

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

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FEDERAL TRADE COMMISSION

In the Matter of:

iFocus Education, LLC

Matter No. 1223153

November 21, 2012

The following transcript was produced from a CD-ROM provided to For The Record, Inc. on October 24, 2013.
ON SCREEN: Product: ifocus System
Company: ifocus education
Title: Focus Education IFV #7
TRT: 28:30
ISCI: FEIF 0107
Agency: Script to Screen
Date: 12/21/12
Audio: 1 & 2 Stereo Mix
ON SCREEN: ifocus

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

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

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

ON SCREEN: focus today means success tomorrow

MALE ANNOUNCER: But teachers say these days,
more and more kids have a tough time paying attention in class.

ON SCREEN: Lori Jensen

Principal, 30 years in education

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

ON SCREEN: Jane Marshall

Teacher

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

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

ON SCREEN: Focus Succeed

MALE ANNOUNCER: -- to focus and succeed?

ON SCREEN: Fun Easy Effortless

MALE ANNOUNCER: And what if it was done in a way that was fun, easy and effortless on your part? What if we told you that just by playing this computer game, your child could build up brain power --
ON SCREEN:  Focus
Concentration
Memory
Incredible NEW GAME!

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

ON SCREEN:  Scientifically Based
BRAIN TRAINING EXERCISES
CHALLENGING Fun

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

ON SCREEN:  Julie
Zach’s Mom

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

ON SCREEN:  Taffie
Trista’s Mom

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

ON SCREEN:  Denise
Seth’s mother

Individual Result - your child may not be as
successful
DENISE: He says, Mom, I can focus in class.

MALE ANNOUNCER: Introducing the iFocus Jungle Rangers --

ON SCREEN: BRAIN TRAINING SYSTEM!

MALE ANNOUNCER: -- Brain Training System --

ON SCREEN: JUNGLE RANGERS

EVERYONE E CONTENT RATED BY ESRB

Ages 6-12

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

ON SCREEN: Innovative Combination Science Fun

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

ON SCREEN: Lori Jensen Principal, 30 years in education

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

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

ON SCREEN: 9 ADVANCING Games

MALE ANNOUNCER: -- nine innovative ifocus
Jungle Rangers game is cutting edge science --

ON SCREEN: Scientifically Proven

BRAIN TRAINING EXERCISES

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

ON SCREEN: Concentration

Memory

MALE ANNOUNCER: -- child’s concentration and memory.

ON SCREEN: IMPROVEMENT

Thinking +93%

Self-Regulation +38%

Average Thinking Improvement 24% in 5 hours.

Average Self-Regulation Improvement 30% in 5 hours.

Tiffany

age 11

Tiffany: When I got that game, I started doing really, really good in school.

ON SCREEN: IMPROVEMENT

Sustained Attention +33%

Thinking +95%

Average Sustained Attention Improvement 14% in 5 hours.
Average Thinking Improvement 14% in 5 hours.

Forrester

age 10

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

ON SCREEN: IMPROVEMENT

Self-Regulation +105%

Feeling +44%

Average Self-Regulation Improvement 30% in 5 hours.

Average Feeling Improvement 36% in 5 hours.

Chazz

age 10

CHAZZ: I have better grades.

ON SCREEN: Jackson

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

JACKSON: I’ve been getting a lot more 100 percents.

MALE ANNOUNCER: Based on years of --

ON SCREEN: ADVANCED BRAIN RESEARCH

MALE ANNOUNCER: -- advanced scientific and pediatric neuro brain research, each level of the Jungle Rangers game is designed to --

ON SCREEN: Stimulate, Strengthen
MALE ANNOUNCER: -- stimulate and strengthen neuron connections in the brain, using proven visual and auditory --

ON SCREEN: BRAIN TRAINING Exercises

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

ON SCREEN: FIRST TIME PLAYERS! JUNGLE RANGERS

CHILD: It was really fun.

CHILD: It’s like a puzzle.

CHILD: It’s fun.

CHILD: It’s just an awesome game.

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

ON SCREEN: Neuropsychologists Therapists Scientists BRAIN TRAINING EXERCISES JUNGLE RANGERS

MALE ANNOUNCER: -- proven brain training techniques used for years by neuropsychologists, therapists and scientists.
ON SCREEN: Strengthens FOCUSING MUSCLE!

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

ON SCREEN: Jennifer Kaida’s Mom

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

ON SCREEN: Susan Forrester’s Mom

INDIVIDUAL RESULT - your child may not be as successful

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

ON SCREEN: Marissa Chazz’s Mom

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

ON SCREEN: Focus Succeed

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

This is Dr. Daniel Amen. He’s an expert who’s written dozens of books about how the brain works.
Ifocus scientific advisor, Dr. Amen, studied kids who played ifocus Jungle Rangers and what he discovered was amazing.

ON SCREEN: Daniel Amen, M.D.
ifocus Scientific Advisor

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

ON SCREEN: EMOTION: +25%
Jackson  age 11
Average Emotional Improvement 28% in 5 hours

DR. DANIEL AMEN: And it was actually --

ON SCREEN: EMOTION: +29%
Zach  age 11
Average Emotional Improvement 28% in 5 hours

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

ON SCREEN: EMOTION: +350%
Isaac  age 9
Average Emotional Improvement 28% in 5 hours

DR. DANIEL AMEN: -- emotion and --

ON SCREEN: SELF REGULATION: +25%
Anna  age 10
Average Self Regulation Improvement 12% in 5 hours
DR. DANIEL AMEN: -- self-regulation that --

ON SCREEN: SELF REGULATION: +38%

Tiffany age 11

Average Self Regulation Improvement 12% in 5 hours

DR. DANIEL AMEN: -- their scores --

ON SCREEN: SELF REGULATION: +105%

Chazz age 10

Average Self Regulation Improvement 12% in 5 hours

DR. DANIEL AMEN: -- improved significantly.

ON SCREEN: Daniel Amen, M.D.

Self Regulation Secret to Success

ON SCREEN: Daniel Amen, M.D.

Self Regulation Secret to Success

DR. DANIEL AMEN: Self-regulation is really one of the secrets to long-term success.

The brain is so interesting. It has many different abilities. So, the ability to regulate itself comes from the front part of your brain.

ON SCREEN: Focus

Forethought

Judgement

Impulse Control

DR. DANIEL AMEN: It helps you with things like
focus and forethought, judgment, impulse control.

ON SCREEN: Daniel Amen, M.D.

Evidence ifocus Helps Self Regulation

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

ON SCREEN: Marissa
Chazz’s Mom

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

ON SCREEN: Colleen
Michael and Nelson’s mom

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

ON SCREEN: Kristin
Anna’s Mom

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

ON SCREEN: Julie
Zach’s Mom

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

ON SCREEN: Jane Marshall
Teacher
JANE MARSHALL: And, actually, as educators, that’s what we’re trying to do. We’re trying to create new pathways in the brain. Oftentimes, the same pathways are just used over and over again. The more we can create, the better thinker they’re going to be.

ON SCREEN: Daniel Amen, M.D.

Author, 28 books on the brain

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

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

ON SCREEN: Effective

EASY TO USE

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

ON SCREEN: Focus Succeed

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

ON SCREEN: Fun

GAME!

MALE ANNOUNCER: -- and that’s where the talent
and expertise of --

ON SCREEN: Award winning ifocus Game Designer

MALE ANNOUNCER: -- award-winning game designer

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

ON SCREEN: Jason Leon ifocus Game Developer

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

ON SCREEN: JUNGLE RANGER

GAME: Good day, I need your help.

ON SCREEN: Game Adapts TO PLAYER!

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

CHILD: Pretty challenging.

CHILD: A little easy, a little hard.

ON SCREEN: Jason Leon

Constantly Challenges you to Improve

JASON LEON: That’s one of the aspects that sets our game apart from other games is that it’s constantly challenging you to get better.
GAME: Now, this one’s a little tricky. You’re going to have to jump on the stumps in the reverse order from how I do it.

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

CHILD: And you do all this fun stuff.

ON SCREEN: Jason Leon

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

ON SCREEN: Science:

BRAIN TRAINING TECHNIQUES

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

ON SCREEN: Fun:

EASY GAME!

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

ON SCREEN: 9 ADVANCING Games

MALE ANNOUNCER: Players advance through nine
games --

ON SCREEN: 3 DIFFERENT Worlds

MALE ANNOUNCER: -- in three different worlds, all of which include exercises designed to improve focus --

ON SCREEN: GAMES IMPROVE Focus, Concentration, Memory

MALE ANNOUNCER: -- concentration and memory --

ON SCREEN: SPAN SEQUENCES REMEMBER AND RECALL FILTER DISTRACTIONS IMPROVE COMPREHENSION

MALE ANNOUNCER: -- like these span sequences which ask players to remember complex information, even while distracted, which is so important for kids in math and reading comprehension.

ON SCREEN: CONTINUOUS PERFORMANCE PAY ATTENTION LEARN PATIENCE FOCUS

MALE ANNOUNCER: Continuous performance games are all about paying attention and learning patience. Research shows kids learn to stay alert and to really focus on what’s going on, even at times when they’d
normally zone out.

ON SCREEN:  N-BACK
HOLD INFORMATION
UPDATE INFORMATION
REMEMBER AND FOCUS

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

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

ON SCREEN:  Strengthens THEIR FOCUS

MALE ANNOUNCER:  You’ll see the difference.

ON SCREEN:  Marissa Chazz’s Mom

Individual Result - your child may not be as successful

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

ON SCREEN:  Chazz age 10

CHAZZ:  I have better grades.  I used to blurt
out in class and now I don’t do that as much anymore.

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

ON SCREEN: This is a paid advertisement for

the ifocus System.

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

ON SCREEN: ifocus

ON SCREEN: Jackson age 11 THINKING: +105%

Average Thinking Improvement 4% in 5 hours

Anna age 10 SELF REGULATION: +200%

Average Self Regulation Improvement 12% in 5 hours

Zach age 11 SUSTAINED ATTENTION: +250%

Average Sustained Attention Improvement 14% in 5 hours

Chazz age 10 SELF REGULATION: +105%

Average Self Regulation Improvement 12% in 5 hours

Isaac age 9 EMOTION: +305%

Average Emotional Improvement 28% in 5 hours

Tiffany age 11 EMOTION: +75%

Average Emotional Improvement 8% in 5 hours

Forrester age 10 THINKING: +95%

Average Thinking Improvement 4% in 5 hours
FEMALE ANNOUNCER: Seeing the difference Jungle Rangers makes for children and parents is what motivates ifocus found John Able.

ON SCREEN: John Able
Parent, ifocus Founder

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

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

ON SCREEN: John Able
Parent, ifocus Founder

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

ON SCREEN: Powerful BRAIN TRAINING

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

ON SCREEN: Focus Succeed

FEMALE ANNOUNCER: -- focus and succeed.

ON SCREEN: Julie
Zach’s Mom

JULIE: The game has -- is teaching my boys how
to focus and how to filter our distractions.

ON SCREEN: Colleen

Michael and Nelson’s Mom

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

ON SCREEN: Connie

Jacquelyn’s Mom

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

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

ON SCREEN: PARENT TO PARENT PROMISE

6 MONTHS

100% MONEY BACK GUARANTEE

IMPROVE:

FOCUS

ATTENTION

MEMORY

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

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

ON SCREEN: John Able Parent, ifocus Founder

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

ON SCREEN: ifocus

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE TV OFFER

Entire ifocus BRAIN TRAINING SYSTEM

CALL NOW www.ifocusSystem.com

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

ON SCREEN: ifocus

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE TV OFFER

INCLUDES JUNGLE RANGERS GAMES
CALL NOW                 www.ifocusSystem.com

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

ON SCREEN: CALL or Click TO ORDER NOW!

ifocus

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE TV OFFER

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

ON SCREEN: Product information shown above

JUNGLE RANGERS BRAIN TRAINING SYSTEM

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

ON SCREEN: Product information shown above

JUNGLE RANGERS GAME CD

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

ON SCREEN: Product information shown above

PARENT DASHBOARD

MALE ANNOUNCER: -- including the exclusive
parent dashboard tracker.

ON SCREEN: Product information shown above

Taffie

Trista’s Mom

MONITOR PROGRESS

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

ON SCREEN: Product information shown above

Jennifer

Kaida’s Mom

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

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

ON SCREEN: Product information shown above

Science Behind the Game AUDIO CD

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

ON SCREEN: Product information shown above

Focus on Behavior

HANDBOOK + AUDIO CD

MALE ANNOUNCER: -- plus this Focus on Behavior handbook and audio CD. It helps both child and parent to
understand and recognize good and bad behavior

ON SCREEN: Product information shown above

Plus Additional BONUS EXTRAS!

MALE ANNOUNCER: -- and even more bonus items,

all yours included at no extra cost.

ON SCREEN: ifocus
$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE TV OFFER

 Entire ifocus BRAIN TRAINING SYSTEM

CALL NOW www.ifocusSystem.com

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

ON SCREEN: CALL in the next 18 minutes!

ifocus
$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE TV OFFER

FREE SHIPPING & HANDLING

CALL NOW www.ifocusSystem.com

MALE ANNOUNCER: And it gets even better. Call
and order in the next 18 minutes and we’ll ship this
total and complete breakthrough system with all the
extras and included bonus items right to your door for free. That’s right, absolutely free shipping and handling. Call and order right away.

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

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

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

ON SCREEN: CALL or Click TO ORDER NOW!

ifocus $14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE TV OFFER

NOT AVAILABLE AT SCHOOLS!

CALL NOW www.ifocusSystem.com

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

So, make the commitment now to help your child reach his or her potential. Call now or click on ifocusSystem.com.

ON SCREEN: Order Now
MALE ANNOUNCER: And, remember, with the ifocus system and our exclusive parent to parent promise, your child will focus and succeed or your money back. Order now.

UNIDENTIFIED FEMALE: 100 percent recommended.

CHILD: The best thing about Jungle Rangers is everything.

ON SCREEN: CALL or Click TO ORDER NOW!

ON SCREEN: Zak and Zane

AGE 9

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

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

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

ON SCREEN: Garth
Zak and Zane’s Dad
Individual Result - your child may not be as successful

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

ON SCREEN: Zak and Zane
age 9 www.ifocusSystem.com

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

ON SCREEN: Garth
Zak and Zane’s Dad www.ifocusSystem.com
GARTH: And now, they come home and do their homework. It’s -- you see the difference. You see the difference. One game, hmm.

ON SCREEN: ifocus

ON SCREEN: Cami

age 11

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

ON SCREEN: Kelly

Cami and Kemp’s Mom

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

ON SCREEN: Individual Result - your child may not be as successful

www.ifocusSystem.com

CAMI: And I focus more on my homework.

KELLY: I really noticed a lot of positives.

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

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

ON SCREEN: Focus  Succeed

MALE ANNOUNCER: -- children to focus and succeed.
ON SCREEN:  JUNGLE RANGERS
EVERYONE E CONTENT RATED BY ESRB
AVAILABLE FOR Windows Mac
MALE ANNOUNCER: Rated E for everyone and available in both Mac and PC --
ON SCREEN: INNOVATIVE COMBINATION!
Science Fun
MALE ANNOUNCER: -- it’s an innovative combination of science and fun that works because hidden within every level of the --
ON SCREEN: 9 COMPUTER GAME Adventures
MALE ANNOUNCER: -- nine innovative ifocus Jungle Rangers games are --
ON SCREEN: Sophisticated
BRAIN TRAINING TOOL www.ifocusSystem.com
MALE ANNOUNCER: -- sophisticated memory and attention brain training exercises.
For instance, this is a span sequence.
GAME: You have to jump on the stumps in the same order as me.
ON SCREEN: SPAN SEQUENCES
REMEMBER AND RECALL
FILTER DISTRACTIONS
IMPROVE COMPREHENSION www.ifocusSystem.com
FEMALE ANNOUNCER: A span sequence requires players to remember information even while distracted. That helps in real life, to remember homework assignments or what should go in the backpack.

ON SCREEN: CONTINUOUS PERFORMANCE
PAY ATTENTION
www.ifocusSystem.com
LEARN PATIENCE
FOCUS

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

ON SCREEN: N-BACK
HOLD INFORMATION
UPDATE INFORMATION www.ifocusSystem.com
REMEMBER AND FOCUS

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

ON SCREEN: Kimberly
Mother of nine www.ifocusSystem.com

KIMBERLY: When you give a child an instruction, it may have three parts, like go upstairs,
get dressed, and then come back down. And before, I was seeing a lot of going upstairs and then I’d have to go search for them. So, the improvement I’ve seen is they actually can complete the two, three, five-part instruction, which is huge.

ON SCREEN:  9 ADVANCING Games
Game Adapts
TO EACH PLAYER
MALE ANNOUNCER: Every one of the nine Jungle Rangers games is designed to adapt to the ability of the players --

ON SCREEN: Challenged, NOT FRUSTRATED
MALE ANNOUNCER: -- so the kids are challenged, but not frustrated. And that’s important. It means they’re always playing --

ON SCREEN: Peak Performance
MALE ANNOUNCER: -- at peak performance --
ON SCREEN: Stimulate, Strengthen
CONNECTIONS
MALE ANNOUNCER: -- strengthening those important neuron connections --

ON SCREEN: Focus
Concentration
Memory
MALE ANNOUNCER: -- helping them to improve
focus, concentration and memory.

ON SCREEN:  Jackson

age 11  www.ifocusSystem.com

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

ON SCREEN:  Forrester

age 10  www.ifocusSystem.com

FORRESTER:  You have to remember patterns.

ON SCREEN:  Lindsey

age 9  www.ifocusSystem.com

LINDSEY:  It's just fun.

ON SCREEN:  Nelson

age 12  www.ifocusSystem.com

NELSON:  It makes your brain work.

FEMALE ANNOUNCER:  And teachers say that's exactly what will help them to --

ON SCREEN:  Focus  Succeed

MALE ANNOUNCER:  -- focus and succeed in the classroom.

LORI JENSEN:  Because you can't really teach a child to think.

ON SCREEN:  Lori Jensen

Principal, 30 years in education  www.ifocusSystem.com

LORI JENSEN:  Being able to use the Jungle
Rangers and having the students actually learn how to think through a problem, we can show them --

ON SCREEN: Lori Jensen

Learn how to think through a problem

www.ifocusSystem.com

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

ON SCREEN: Jane Marshall

Teacher

www.ifocusSystem.com

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

ON SCREEN: JUNGLE RANGERS

NOT AVAILABLE IN SCHOOLS!

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

ON SCREEN: Lori Jensen

Principal, 30 years in education

www.ifocusSystem.com

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

FEMALE ANNOUNCER: The teachers were enthusiastic.

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

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

ON SCREEN: Groundbreaking Science Fun

www.ifocusSystem.com

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

CHILD: You get to jump on logs.

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

CHILD: I would play it every day.

CHILD: And I’m a trainee Jungle Rangers. This game is really fun.

CHILD: Can we play this at home?

CHILD: This is the funnest game on earth.

FEMALE ANNOUNCER: Fun? Absolutely.

ON SCREEN: GAMES IMPROVE Focus, Concentration, Memory
FEMALE ANNOUNCER: But Jungle Rangers also work the memory and focus muscle for these students and the teachers noticed a difference in their classrooms.

ON SCREEN: Lavonne Riggs Teacher

LAVONNE RIGGS: I have seen a vast improvement. This class seems to be motivated and focused --

ON SCREEN: Lavonne Riggs Class is motivated and focused

LAVONNE RIGGS: -- and the only thing we're doing differently is Jungle Rangers.

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

ON SCREEN: Lori Jensen A difference in attention

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

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

ON SCREEN: Jane Marshall Teacher

JANE MARSHALL: -- and to retrieve information.
LAVONNE RIGGS: Pretty amazing.

ON SCREEN: ifocus

ON SCREEN: Garth

Zak and Zane’s Dad

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

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

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

ON SCREEN: ifocus

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE TV OFFER

Entire ifocus BRAIN TRAINING SYSTEM

CALL NOW www.ifocusSystem.com

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

ON SCREEN: ifocus

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE TV OFFER

INCLUDES JUNGLE RANGERS GAMES
CALL NOW www.ifocusSystem.com

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

It comes with everything your child needs to succeed --

ON SCREEN: ifocus

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE TV OFFER

JUNGLE RANGERS GAME CD Mac Windows

CALL NOW www.ifocusSystem.com

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

ON SCREEN: ifocus

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE TV OFFER

INCLUDING Parent Dashboard

CALL NOW www.ifocusSystem.com

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

ON SCREEN: ifocus

$14.95 PLUS S&H
30 DAY TRIAL

EXCLUSIVE TV OFFER

Science Behind the Game AUDIO CD

CALL NOW                 www.ifocusSystem.com

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

ON SCREEN: ifocus

$14.95  PLUS S&H

30 DAY TRIAL

EXCLUSIVE TV OFFER

Focus on Behavior HANDBOOK + AUDIO CD

CALL NOW                 www.ifocusSystem.com

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

ON SCREEN: ifocus

$14.95  PLUS S&H

30 DAY TRIAL

EXCLUSIVE TV OFFER

Plus Additional BONUS EXTRAS!

CALL NOW                 www.ifocusSystem.com

MALE ANNOUNCER: -- and even more bonus items, all yours included at no extra cost.
ON SCREEN: ifocus

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE TV OFFER

Entire ifocus BRAIN TRAINING SYSTEM

CALL NOW www.ifocusSystem.com

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

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

ON SCREEN: PARENT TO PARENT PROMISE

6 MONTHS

100% MONEY BACK GUARANTEE

ifocus

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE TV OFFER

CALL NOW www.ifocusSystem.com

FEMALE ANNOUNCER: -- because when you order today, ifocus will give you up to six months -- yes, an incredible six full months to put the ifocus Jungle Rangers Brain Training System to the test or your money
back. It’s an unprecedented parent to parent promise from ifocus to you.

ON SCREEN: CALL in the next 10 MINUTES!

ifocus

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE TV OFFER

FREE SHIPPING & HANDLING

CALL NOW www.ifocusSystem.com

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

ON SCREEN: CALL or Click TO ORDER NOW!

ifocus

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE TV OFFER

NOT AVAILABLE AT SCHOOLS!

CALL NOW www.ifocusSystem.com

MALE ANNOUNCER: The ifocus Jungle Rangers Brain Training System for attention is not available in stores or schools. It’s only available online or through this exclusive television offer.
So, make the commitment to help your child focus and succeed. Call now or click on ifocussystem.com.

ON SCREEN: CALL or Click TO ORDER NOW!

PARENT TO PARENT PROMISE

6 MONTHS

100% MONEY BACK GUARANTEE

ifocus

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE TV OFFER

CALL NOW www.ifocusSystem.com

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

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

ON SCREEN: Taffie Trista’s Mom

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

ON SCREEN: www.ifocusSystem.com

FEMALE ANNOUNCER: Her daughter Trista is a
bubbly six-year-old who’s very bright.

ON SCREEN: Trista

age 6

www.ifocusSystem.com

TRISTA: I’m good at math, I’m good at almost everything in school but spelling.

FEMALE ANNOUNCER: But Trista was having problems at school.

ON SCREEN: Taffie

Trista’s Mom

www.ifocusSystem.com

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

FEMALE ANNOUNCER: That was before Trista started playing the ifocus Jungle Rangers game.

TAFFIE: So, we went to this parent-teacher conference this last time. She said, I don’t know what you’re doing at home, but you need to keep it up because it’s helping her.

FEMALE ANNOUNCER: Playing Jungle Rangers really has made a difference for Trista.

TAFFIE: I would recommend ifocus to anyone who’s having trouble keeping their children’s attention.

ON SCREEN: Taffie
Pediatric Nurse          www.ifocusSystem.com

TAFFIE: Yeah, like I said before, I was completely skeptical. I honestly and truly did not think it was going to work for my children. And, now, I’m a believer.

TRISTA: It does help me pay attention.

MALE ANNOUNCER: That’s because Jungle Rangers is no ordinary video game. It’s an --

ON SCREEN: INNOVATIVE COMBINATION!

PROVEN Science      CHALLENGING Fun

www.ifocusSystem.com

MALE ANNOUNCER: -- innovative combination of challenging fun combined with cutting edge science. Kids think they’re just playing a game, but Jungle Rangers is so much more.

ON SCREEN: NEURON TECHNOLOGY

MALE ANNOUNCER: It uses integrated neuro technology designed to get --

ON SCREEN: KEY NEURONS

Fire together

Wire together

MALE ANNOUNCER: -- key neurons to fire together and then wire together. This is where brain specialist --
MALE ANNOUNCER: -- and ifocus scientific advisor Dr. Daniel Amen realized the huge positive potential of the Jungle Rangers game.

DR. DANIEL AMEN: Here, we had developers, in a thoughtful way, develop a game to actually strengthen the connections in the brain. It’s a very interesting term called "long-term potentiation." So, what that means is the connections between cells actually become stronger, and what we’ve found is when your brain is healthy, you’re able to focus and regulate your emotion. You can be happy, driven, motivated, successful.

MALE ANNOUNCER: And when he studied a group of children before and after playing the Jungle Rangers game, Dr. Amen discovered a pattern. Jungle Rangers creates the kinds of measurable changes in the brain that are key to success.

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

DR. DANIEL AMEN: What we found was --

ON SCREEN:  SELF REGULATION:  +38%

Tiffany   age 11
Average Self Regulation Improvement 12% in 5
DR. DANIEL AMEN: -- their ability to regulate
themselves --

ON SCREEN: SELF REGULATION: +105%

Chazz  age 10
Average Self Regulation Improvement 12% in 5 hours

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

ON SCREEN: EMOTION: +25%

Jackson  age 11
Average Emotional Improvement 28% in 5 hours

DR. DANIEL AMEN: -- statistically
significantly --

ON SCREEN: EMOTION: +29%

Zach  age 11
Average Emotional Improvement 28% in 5 hours

DR. DANIEL AMEN: -- increased after the
kids --

ON SCREEN: EMOTION: +350%

Isaac  age 9
Average Emotional Improvement 28% in 5 hours

DR. DANIEL AMEN: -- played the game.

MALE ANNOUNCER: Does that mean kids who play
Jungle Rangers are more likely to focus and succeed?
DR. DANIEL AMEN: Well, success for me is you have a goal and you have an ability to stay on track in order to reach your goal.

ON SCREEN: Anna

age 10

Individual Result - your child may not be as successful

ANNA: In school, I have noticed that I can focus better.

ON SCREEN: Kristin

Anna’s Mom

Individual Result - your child may not be as successful

KRISTIN: We had the best parent-teacher conference that we’ve ever had.

ON SCREEN: www.ifocusSystem.com

ANNA: I just notice a lot of improvement.

KRISTIN: I’ve been happy with the results. I’ve been happy with how she’s felt about it.

ANNA: I have more confidence in myself.

ON SCREEN: Confidence

Improvement

Better Performance

www.ifocusSystem.com

MALE ANNOUNCER: Confidence, improvement,
better school performance.

ON SCREEN:  Science     Fun

MALE ANNOUNCER:  With the ifocus system, this innovative combination of fun and science really does make a difference.

ON SCREEN:  JUNGLE RANGERS

www.ifocusSystem.com

FEMALE ANNOUNCER:  Like it did for Isaac.

ON SCREEN:  Alitza

Issac’s Mom

Individual Result - your child may not be as successful

ALITZA:  The teacher actually has told me that this couple weeks, she’s noticed big, big change.

FEMALE ANNOUNCER:  Now, instead of spending hours on homework, Isaac is able to stay on task.

ALITZA:  Oh, my gosh, this game is amazing, 100 percent recommended. And he likes that, he enjoys it, and that’s what makes me very happy.

FEMALE ANNOUNCER:  Parents and teachers know that ability to stay on task --

ON SCREEN:  Focus

Succeed

www.ifocusSystem.com
FEMALE ANNOUNCER: -- to focus and pay
attention in class today can help your child to succeed
in life tomorrow.

ON SCREEN: Jane Marshall
Teacher
www.ifocusSystem.com

JANE MARSHALL: They need to train their brain
so your brain knows what it feels like to focus.

MALE ANNOUNCER: The ifocus Jungle Rangers
Brain Training System is an amazing, innovative
combination of sophisticated science and challenging fun,
designed to strengthen children’s ability to pay
attention. The result, kids who play Jungle Rangers know
what it feels like to --

ON SCREEN: Focus Succeed
www.ifocusSystem.com

MALE ANNOUNCER: -- focus and succeed at home,
at school and even in sports.

ON SCREEN: Daniel Amen, M.D.
Brain Imaging Specialist
www.ifocusSystem.com

DR. DANIEL AMEN: So, I think any kid will
benefit from this, and the reason I say that is I love
the approach. It’s a brain training exercise. None of
it’s hard. I mean, that’s sort of the exciting thing.
None of it’s hard and it can give you a big benefit. And
as a parent, you feel confident --

ON SCREEN: This is a paid advertisement for

the ifocus System

DR. DANIEL AMEN: -- that this is helping my

child and not hurting my child.

ON SCREEN: Colleen

Michael and Nelson’s Mom

COLLEEN: I could see the improvement in him.

ON SCREEN: Susan

Forrester’s Mom

SUSAN: Things come easier.

ON SCREEN: Kristin

Anna’s Mom

KRISTIN: She’s been better at being a self-

starter.

ON SCREEN: Connie

Landon’s Mom

CONNIE: He was able to follow directions a lot

better.

ON SCREEN: Garth

Zak and Zane’s Dad

GARTH: The fact that he came home and wanted

to do his homework.

ON SCREEN: Marissa

Chazz’s Mom
CHAZZ: When I come home from work, his chores are done.

ON SCREEN: Adell
Tiffany’s Mom

ADELL: I definitely would recommend it.

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

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

Zach age 11 SUSTAINED ATTENTION: +250%
Average Sustained Attention Improvement 14% in 5 hours

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

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

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

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

FEMALE ANNOUNCER: Seeing the difference Jungle Rangers makes for children and parents is what motivates ifocus found John Able.
John Able, Parent, ifocus Founder

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

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

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

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

FEMALE ANNOUNCER: -- focus and succeed.

ON SCREEN: Powerful BRAIN TRAINING

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

FEMALE ANNOUNCER: -- focus and succeed.

ON SCREEN: Focus Succeed

FEMALE ANNOUNCER: -- focus and succeed.

ON SCREEN: Julie

Zach’s Mom

JULIE: The game has -- is teaching my boys how to focus and how to filter our distractions.

ON SCREEN: Colleen

Michael and Nelson’s Mom
COLLEEN: To have a product like this is exciting for me.

ON SCREEN: Connie Jacquelyn’s Mom

CONNIE: And this was so easy, too. It was just, you know, let them go play and they enjoyed it.

So, it was a good thing.

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

ON SCREEN: PARENT TO PARENT PROMISE

6 MONTHS

100% MONEY BACK GUARANTEE

IMPROVE:

FOCUS

ATTENTION

MEMORY

SCHOOL WORK

SELF ESTEEM

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

    JOHN ABLE: That’s the kind of company we are.

We’re a human company, very human.

    ON SCREEN: John Able
    Parent, ifocus Founder

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

    ON SCREEN: ifocus

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE TV OFFER

Entire ifocus BRAIN TRAINING SYSTEM

CALL NOW    www.ifocusSystem.com

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

    ON SCREEN: ifocus

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE TV OFFER

INCLUDES JUNGLE RANGERS GAMES

CALL NOW    www.ifocusSystem.com

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

ON SCREEN: CALL or Click TO ORDER NOW!

ifocus

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE TV OFFER

CALL NOW www.ifocusSystem.com

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

ON SCREEN: Product information shown above

JUNGLE RANGERS BRAIN TRAINING SYSTEM

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

ON SCREEN: Product information shown above

JUNGLE RANGERS GAME CD

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

ON SCREEN: Product information shown above

PARENT DASHBOARD

MALE ANNOUNCER: -- including the exclusive parent dashboard tracker.

ON SCREEN: Product information shown above

Taffie
Trista’s Mom

MONITOR PROGRESS

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

ON SCREEN: Product information shown above

Jennifer

Kaida’s Mom

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

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

ON SCREEN: Product information shown above

Science Behind the Game AUDIO CD

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

ON SCREEN: Product information shown above

Focus on Behavior

HANDBOOK + AUDIO CD

MALE ANNOUNCER: -- plus this Focus on Behavior handbook and audio CD. It helps both child and parent to understand and recognize good and bad behavior patterns --

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

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

ON SCREEN: ifocus

$14.95  PLUS S&H

30 DAY TRIAL

EXCLUSIVE TV OFFER

Entire ifocus BRAIN TRAINING SYSTEM

CALL NOW www.ifocusSystem.com

MALE ANNOUNCER: You get this entire system

with everything you see here to simply try for a full

month for just $14.95.

ON SCREEN: CALL in the next 6 minutes!

ifocus

$14.95  PLUS S&H

30 DAY TRIAL

EXCLUSIVE TV OFFER

FREE SHIPPING & HANDLING

CALL NOW www.ifocusSystem.com

MALE ANNOUNCER: And it gets even better. Call

and order in the next six minutes and we’ll ship this

total and complete breakthrough system with all the

extras and included bonus items right to your door for

free. That’s right, absolutely free shipping and

handling. Call and order right away.
UNIDENTIFIED FEMALE: I would say that it is a game that gives you results.

ON SCREEN: Product information shown above

Individual Result - your child may not be as successful

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

ON SCREEN: CALL or Click TO ORDER NOW!

ifocus

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE TV OFFER

NOT AVAILABLE AT SCHOOLS!

CALL NOW www.ifocusSystem.com

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

So, make the commitment now to help your child reach his or her potential. Call now or click on ifocusSystem.com.

ON SCREEN: Order Now

PARENT TO PARENT PROMISE

6 MONTHS

100% MONEY BACK GUARANTEE
ifocus
$14.95 PLUS S&H
30 DAY TRIAL
EXCLUSIVE TV OFFER
Focus Succeed
CALL NOW                  www.ifocusSystem.com

MALE ANNOUNCER: And, remember, with the ifocus system and our exclusive parent to parent promise, your child will focus and succeed or your money back. Order now.

UNIDENTIFIED FEMALE: 100 percent recommended.

CHILD: The best thing about Jungle Rangers is everything.

ON SCREEN: CALL or Click TO ORDER NOW!

ifocus
$14.95 PLUS S&H
30 DAY TRIAL
EXCLUSIVE TV OFFER
CALL NOW                  www.ifocusSystem.com

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

ON SCREEN: ifocus

ON SCREEN: The preceding was a paid presentation for the ifocus Jungle Rangers Brain Training
System brought to you by Focus Education

(The recording was concluded.)
CERTIFICATION OF TYPIST

MATTER NUMBER: 1223153

CASE TITLE: iFOCUS EDUCATION, LLC

TAPING DATE: NOVEMBER 21, 2012

TRANSCRIPTION DATE: NOVEMBER 13, 2013

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

DATED: NOVEMBER 13, 2013

ELIZABETH M. FARRELL

CERTIFICATION OF PROOFREADER

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

SARA J. VANCE
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.
(301) 870-8025 - www.ftrinc.net - (800) 921-5555
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Jungle Rangers Infomercial          3
FEDERAL TRADE COMMISSION

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.

For The Record, Inc.  (301) 870-8025 - www.ftrinc.net -
(800) 921-5555
The following is a paid presentation for the ifocus Jungle Rangers Brain Training System brought to you by Focus Education.

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

ON SCREEN: HOW FAR BEHIND?

MALE ANNOUNCER: How far behind will your child be when school starts in the fall, a month, two months? It’s an annual problem experts call the summer brain drain.

For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
ON SCREEN: SUMMER BRAIN DRAIN

ON SCREEN: Kelly Arnold
Teacher

KELLY ARNOLD: The first couple months of the school year is spent reteaching a lot of information.

ON SCREEN: SUMMER BRAIN DRAIN

MALE ANNOUNCER: That’s because over the summer, school is the last thing on a kid’s mind, and it does affect their brain.

ON SCREEN: KIDS CAN’T FOCUS

MALE ANNOUNCER: Their focusing muscles become rusty. It’s harder for them to sit and pay attention, and even more disturbing...

ON SCREEN: Kelly Arnold
Teacher

KELLY ARNOLD: They forget what they’ve learned.

MALE ANNOUNCER: But what if there was a way to fight that summer brain drain --

ON SCREEN: FIGHT
Summer Brain Drain

MALE ANNOUNCER: -- by sharpening your child’s memory and attention skills so that the very first day of class he or she is alert --

ON SCREEN: Alert

For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
READY TO LEARN!

MALE ANNOUNCER: -- on task and ready to learn?
Well, now you can. Introducing the ifocus
Jungle Rangers Brain Training System.

ON SCREEN:  BRAIN TRAINING SYSTEM

MALE ANNOUNCER: What looks like a simple
computer game is really much more.

ON SCREEN:  CUTTING EDGE SCIENCE

MALE ANNOUNCER: You’re actually looking at
cutting edge science --

ON SCREEN:  MEMORY AND ATTENTION EXERCISES

MALE ANNOUNCER: -- a series of proven memory
and attention brain training exercises integrated into
this --

ON SCREEN:  Fun

CHALLENGING GAME!

MALE ANNOUNCER: -- fun, challenging game,
every one of them designed to help ensure kids --

ON SCREEN:  SHARP AND FOCUSED

MALE ANNOUNCER: -- stay sharp and focused over
the brain draining summer.

ON SCREEN:  Julie

Zach’s Mom

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

Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
ON SCREEN:  Taffie
Trista’s Mom

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

ON SCREEN:  Denise
Seth’s Mom

DENISE:  He says, mom, I can focus.

ON SCREEN:  JUNGLE RANGERS
EVERYONE  E  CONTENT RATED BY ESRB
Ages 6-12

MALE ANNOUNCER:  Rated E for everyone and
created especially for kids aged 6 to 12. The ifocus
Jungle Rangers System is designed to --

ON SCREEN:  DEVELOP Brain Muscle

MALE ANNOUNCER:  -- develop brain muscle and --

ON SCREEN:  STRENGTHENS Neuron Connections

MALE ANNOUNCER:  -- strengthens critical neuron
connections. That can give kids who play the game over
the summer an advantage when school starts in the fall.

ON SCREEN:  Tiffany

age 11

TIFFANY:  From the game, it teaches me to
remember things.

ON SCREEN:  Forrester

age 10  For The Record, Inc.  (301) 870-8025 -

www.ftrinc.net - (800) 921-5555
FORRESTER: I always just say “focus.”

ON SCREEN: Cami Individual Result
age 11 Your child may not be as successful.
CAMI: When I played Stump Jump and when I had
my first homework after I did Stump Jump, I’m like, wow,
I’ve actually memorized all the things my teacher has
told me.

ON SCREEN: Nelson
age 12
NELSON: By the first couple days I was like,
okay, what made that change? And then I thought maybe it
was Jungle Rangers and I really think it was.

ON SCREEN: Award winning
MALE ANNOUNCER: The award-winning ifocus
Jungle Rangers system helped these kids the way it can
help yours, with the same series of proven --

ON SCREEN: BRAIN TRAINING EXERCISES
Neuropsychologists
Therapists
Scientists
JUNGLE RANGERS
EVERYONE E CONTENT RATED BY ESRB
MALE ANNOUNCER: -- brain training techniques
that neuropsychologists, therapists and scientists have
used for years --

For The Record, Inc. (301) 870-8025 -
www.ftrinc.net - (800) 921-5555
ON SCREEN: Strengthens FOCUSING MUSCLE!

MALE ANNOUNCER: -- to strengthen memory and attention muscles.

ON SCREEN: Research has shown self-regulation is far more important than IQ.

MALE ANNOUNCER: And studies say that ability to pay attention, to sit and focus can be even more important to a child’s academic success than a high IQ. And the more kids play the ifocus Jungle Rangers game over the summer, the stronger those memory and attention muscles can become. That can mean an advantage when school starts in the falls.

ON SCREEN: Robin Dury

Teacher of the Year

ROBIN DURY: ifocus would be great for parents to have their kids use during the summertime.

ON SCREEN: Kelly Arnold

Teacher

KELLY ARNOLD: We want them to get out and exercise and play, but we also want them to continue to exercise their brains so that when they start the school year next year, they’re, you know, right where they left off.

ON SCREEN: Ready to Learn!

MALE ANNOUNCER: Kids who play Jungle Rangers For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
are sharp, primed, and ready to learn.

ON SCREEN: Award winning ifocus Game Designer

MALE ANNOUNCER: Award-winning game designer

Jason Leon says that’s exactly what the game was designed
to do.

ON SCREEN: Game Adapts

TO PLAYER!

JASON LEON: Each and every game is adaptive,
so it’s actually designed to scale up in difficulty --

ON SCREEN: KEEPS BRAIN WORKING!

JASON LEON: -- so that it keeps your brain
energy up as high as it possibly can.

ON SCREEN: Jason Leon

Constantly Challenges You to Improve

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

ON SCREEN: FIRST TIME PLAYERS! JUNGLE RANGERS

CHILD: Pretty challenging.

CHILD: A little easy, a little hard.

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

CHILD: And you do all this fun stuff.

ON SCREEN: Jason Leon

ifocus Game Developer For The Record, Inc.

(301) 870-8025 - www.ftrinc.net - (800) 921-5555
JASON LEON: Well, we made it really approachable for them. You’re going to become a Jungle Ranger.

ON SCREEN: JUNGLE RANGERS

GAME: Good day, I need your help.

ON SCREEN: Jason Leon

ifocus Game Developer

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

ON SCREEN: Science: BRAIN TRAINING TECHNIQUES

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

ON SCREEN: Fun: EASY GAME!

MALE ANNOUNCER: -- and the fun is the Jungle Rangers adventure.

ON SCREEN: 9 ADVANCING Games

MALE ANNOUNCER: Players advance through nine games --

ON SCREEN: 3 DIFFERENT Worlds

MALE ANNOUNCER: -- in three different worlds, all of which include exercises --
ON SCREEN: GAMES IMPROVE
Focus, Concentration, Memory

MALE ANNOUNCER: -- designed to improve focus, concentration and memory.

ON SCREEN: SPAN SEQUENCES
REMEMBER AND RECALL
FILTER DISTRACTIONS
IMPROVE COMPREHENSION

MALE ANNOUNCER: Like these span sequences, which ask players to remember complex information, even while distracted, which is so important in math and reading comprehension.

ON SCREEN: CONTINUOUS PERFORMANCE
PAY ATTENTION
LEARN PATIENCE
FOCUS

MALE ANNOUNCER: Continuous performance games are all about paying attention and learning patience. Research shows kids learn to stay alert and to really focus on what’s going on, even at times when they’d normally zone out.

ON SCREEN: N-BACK
HOLD INFORMATION
UPDATE INFORMATION
REMEMBER AND FOCUS For The Record, Inc. (301)

870-8025 - www.ftrinc.net - (800) 921-5555
MALE ANNOUNCER: And N-Back requires players to hold information and to update that information, adding new levels of difficulty is practice for real life, helping kids to remember what they need to do and helping them to retain what they learn.

ON SCREEN: Kim Sinclair
Teacher Aide

KIM SINCLAIR: Jungle Rangers helps children be successful by allowing them to repeat different patterns and the patterns that they repeat are difficult and challenging. And the more that they can do that, the longer they can stay on that, then the better their brains will connect and be successful in other things as well.

MALE ANNOUNCER: Bottom line, kids who play Jungle Rangers, especially over the summer when so many simply forget --

ON SCREEN: Strengthens THEIR FOCUS

MALE ANNOUNCER: -- what it feels like to learn and remember, can be attentive and focused --

ON SCREEN: Alert

READY TO LEARN!

MALE ANNOUNCER: -- ready to learn the very first day class begins in the fall.

Here's something you should know, ifocus is a
proud partner of the National PTA.

ON SCREEN: National Member Benefits Provider of PTA

MALE ANNOUNCER: It’s a huge thumbs-up for the millions of parents and teachers who are all about helping kids to learn.

ON SCREEN: Amazing RESULTS

MALE ANNOUNCER: But parents can tell you, the benefits of this extraordinary game flow well beyond the classroom.

ON SCREEN: Marissa Chazz’s Mom

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

ON SCREEN: Colleen Michael and Nelson’s Mom

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

ON SCREEN: Kristin Anna’s Mom

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

ON SCREEN: Daniel Amen, M.D. ifocus Scientific Advisor For The Record, Inc.

(301) 870-8025 - www.ftrinc.net - (800) 921-5555
MALE ANNOUNCER: That doesn’t surprise Dr. Daniel Amen. He’s a leading expert who’s written dozens of books about how the brain works. And when Dr. Amen studied kids who played ifocus Jungle Rangers, what he discovered was fascinating.

ON SCREEN: Daniel Amen, M.D.
ifocus Scientific Advisor

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

ON SCREEN: EMOTION: +25%
Jackson  age 11
Average Emotional Improvement 28% in 5 hours

DR. DANIEL AMEN: And it was actually --

ON SCREEN: EMOTION: +29%
Zach   age 11
Average Emotional Improvement 28% in 5 hours

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

ON SCREEN: EMOTION: +350%
Isaac  age 9
Average Emotional Improvement 28% in 5 hours

DR. DANIEL AMEN: -- emotion and --

ON SCREEN: SELF REGULATION: +25%
Anna  age 10

For The Record, Inc.  (301) 870-8025 - www.ftrinc.net - (800) 921-5555
Average Self Regulation Improvement 12% in 5 hours

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

ON SCREEN: SELF REGULATION: +38%

Tiffany   age 11

Average Self Regulation Improvement 12% in 5 hours

DR. DANIEL AMEN: -- their scores --

ON SCREEN: SELF REGULATION: +105%

Chazz   age 10

Average Self Regulation Improvement 12% in 5 hours

DR. DANIEL AMEN: -- improved significantly.

ON SCREEN: Daniel Amen, M.D.

Self Regulation Secret to Success

DR. DANIEL AMEN: Self-regulation is really one of the secrets to long-term success.

The brain is so interesting. It has many different abilities. So, the ability to regulate itself comes from the front part of your brain.

ON SCREEN: Focus
Forethought
Judgement
Impulse Control

DR. DANIEL AMEN: It helps you with things like
focus and forethought, judgment, impulse control.

ON SCREEN: Daniel Amen, M.D.

Evidence ifocus Helps Self Regulation

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

ON SCREEN: Self-Regulation Abilities, Beyond Intelligence, Play Major Role in Early Achievement

MALE ANNOUNCER: And, remember, studies say self-regulation, the ability to sit still and focus --

ON SCREEN: academic success

MALE ANNOUNCER: -- can be a more powerful predictor of academic success than even your child’s IQ.

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

MALE ANNOUNCER: So, simply by adding Jungle Rangers to play time during the summer, your child can build the kinds of connections in the brain so important --

ON SCREEN: SUCCESS

MALE ANNOUNCER: -- for success in school and beyond.

ON SCREEN: ifocus

ON SCREEN: HOW FAR BEHIND?

MALE ANNOUNCER: How far behind will your child
be when school starts in the fall, a month, two months?

It’s an annual problem experts call --

ON SCREEN:  SUMMER BRAIN DRAIN

MALE ANNOUNCER:  -- the summer brain drain.

ON SCREEN:  Robin Dury

Teacher of the Year

ROBIN DURY:  We do testing at the end of the
year and the beginning of the year and you’ll see a lot
of kids drop between June and September.

ON SCREEN:  Kelly Arnold

Teacher

KELLY ARNOLD:  Because of all the information
that they’ve lost over the summer.  So, it’s the same
test, it’s just because of that two-month, three-month
gap, they’re performing a lot worse.

ON SCREEN:  FIGHT

Summer Brain Drain

MALE ANNOUNCER:  But, now, there’s a brand new
way to help fight summer brain drain.  Give your child an
advantage when school starts in the fall, and it’s as
easy as playing --

ON SCREEN:  Fun

CHALLENGING GAME!

MALE ANNOUNCER:  -- a fun, challenging computer
game called Jungle Rangers.  Kids love it.

For The Record, Inc.  (301) 870-8025 - www.ftrinc.net - (800) 921-5555
ON SCREEN: JUNGLE RANGERS

GAME: Jungle Rangers.

ON SCREEN: FIRST TIME PLAYERS! JUNGLE RANGERS

CHILD: It was really fun.

CHILD: It’s like a puzzle.

CHILD: It’s fun.

CHILD: It’s just an awesome game.

MALE ANNOUNCER: Imagine how you’ll feel seeing your child --

ON SCREEN: Focus Succeed

MALE ANNOUNCER: -- focus and success simply by having fun.

ON SCREEN: JUNGLE RANGERS

EVERYONE E CONTENT RATED BY ESRB

Ages 6-12

MALE ANNOUNCER: Rated E for everyone and created especially for children aged 6 to 12. The ifocus Jungle Rangers system has won more than a dozen awards for its innovative approach and --

ON SCREEN: National Member Benefits Provider of PTA

MALE ANNOUNCER: -- proudly partners with the National PTA to benefit its millions of parent and teacher members.

ON SCREEN: Julie For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
Zach’s Mom

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

MALE ANNOUNCER: Now, it’s your turn to experience what thousands of families all over the country have already discovered with the award-winning innovative ifocus system.

ON SCREEN: Alitza

Isaac’s Mom

ALITZA: I would say that it’s a game that gives you results.

ON SCREEN: Kelly Individual Result

Cami and Kemp’s Mom

Your child may not be as successful

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

ON SCREEN: Jackson age 11 THINKING: +105%

Average Thinking Improvement 4% in 5 hours

Anna age 10 SELF REGULATION: +200%

Average Self Regulation Improvement 12% in 5 hours

Zach age 11 SUSTAINED ATTENTION: +250%

Average Sustained Attention Improvement 14% in 5 hours

Chazz age 10 SELF REGULATION: +105% For The

Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
Average Self Regulation Improvement 12% in 5 hours

Isaac  age 9  EMOTION:  +305%
Average Emotional Improvement 28% in 5 hours
Tiffany  age 11  EMOTION:  +75%
Average Emotional Improvement 8% in 5 hours
Forrester  age 10  THINKING:  +95%
Average Thinking Improvement 4% in 5 hours

MALE ANNOUNCER:  And seeing kids like yours succeed simply by playing this powerful innovative game is what motivates ifocus founder John Able.

ON SCREEN:  John Able
Parent, ifocus Founder

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

MALE ANNOUNCER:  John has six children of his own, so parent to parent he knows the value of a product that can give your child an advantage.

ON SCREEN:  John Able
Parent, ifocus Founder

JOHN ABLE:  I call them -- I call them arrows in your quiver or tools in your toolbox. The more tools you have, the better parenting you can do.

MALE ANNOUNCER:  And John wants every parent to experience the power of the ifocus Jungle Rangers Brain
Training System, so he’s making you an incredible parent
to parent promise.

ON SCREEN: PARENT TO PARENT PROMISE

6 MONTHS

100% MONEY BACK GUARANTEE

IMPROVE:

FOCUS

ATTENTION

MEMORY

SCHOOL WORK

SELF ESTEEM

MALE ANNOUNCER: Order now, put ifocus to the
test in your own home. Take six months, yes, six full
months to put the ifocus system to the test and truly
discover its ultimate potential for you and your children
or your money back.

JOHN ABLE: That’s the kind of company we are.
We’re a human company. Very human. The fact that
children’s lives are changed is important to me.

ON SCREEN: PARENT TO PARENT PROMISE

6 MONTHS

100% MONEY BACK GUARANTEE

MALE ANNOUNCER: And with his personal parent
to parent promise, you have a money back guarantee. Your
child will be --

For The Record, Inc.  (301) 870-8025 -
www.ftrinc.net - (800) 921-5555
ON SCREEN: Focused
On Task
Attentive
MALE ANNOUNCER: -- focused, on task, attentive
or your money back.
ON SCREEN: Order Now
ifocus
$14.95 PLUS S&H
30 DAY TRIAL
EXCLUSIVE TV OFFER
JUNGLE RANGERS
CALL NOW 1-800-624-0737 www.junglerangers.com
MALE ANNOUNCER: Order right now and try ifocus
for only $14.95.
ON SCREEN: Product Information shown above
BRAIN TRAINING SYSTEM
MALE ANNOUNCER: We’ll send you the ifocus Jungle Rangers Brain Training System --
ON SCREEN: Product Information shown above
FIGHT Summer Brain Drain
MALE ANNOUNCER: -- with everything your child needs to stay sharp and focused over the summer.
ON SCREEN: Product Information shown above
INCLUDES 9 JUNGLE RANGERS GAMES
GAME CD For The Record, Inc. (301) 870-8025 -
www.ftrinc.net - (800) 921-5555
MALE ANNOUNCER: Of course, you’ll get the incredible Jungle Rangers game CD.

ON SCREEN: Product Information shown above

First 500 Orders
FREE BONUS
FREE

Science Behind the Game AUDIO CD

MALE ANNOUNCER: But the first 500 orders also receive this terrific bonus, an in-depth parent audio CD detailing the science behind the groundbreaking ifocus program.

ON SCREEN: Product Information shown above
FREE

There’s More
Focus on Behavior
HANDBOOK + AUDIO CD

MALE ANNOUNCER: And there’s more. Learn and recognize good and bad behavioral problems with this free Focus on Behavior handbook and accompanying audio CD.

ON SCREEN: Product Information shown above
FREE

Plus Additional BONUS EXTRAS!

MALE ANNOUNCER: Plus these additional Jungle Rangers extras, all at absolutely no extra cost.

For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
MALE ANNOUNCER: And look at this, with our exclusive parent dashboard tracker, you’ll be able to watch your child progress through all nine Jungle Rangers brain training games.

Taffie
Trista’s Mom

PARENT’S DASHBOARD

MONITOR PROGRESS

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

Jennifer
Kaida’s Mom

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

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

CALL OR Click TO ORDER NOW!

$14.95 PLUS s&h For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
30 DAY TRIAL

EXCLUSIVE TV OFFER

CALL NOW 1-800-624-0737 www.JungleRangers.com

Entire ifocus BRAIN TRAINING SYSTEM

MALE ANNOUNCER: Call or click to order now and we’ll send you this entire system with everything you see here to simply try for a full month in your own home for just $14.95.

ON SCREEN: Product Information Shown Above
And It Gets Better!

CALL in the next 18 MINUTES!

FREE SHIPPING & HANDLING

MALE ANNOUNCER: And it gets even better.
Order in the next 18 minutes and we’ll ship this total and complete breakthrough system, including all the free extras and bonus items right to your door for free. That’s right, absolutely free shipping and handling when you call and order right away.

ON SCREEN: Product Information Shown Above

Brandon Sportel
Teacher

BRANDON SPORTEL: I think it’s important for my students to play Jungle Rangers over the summer so we keep those neurons firing.

ON SCREEN: Product Information Shown Above
Kelly Arnold
Teacher

KELLY ARNOLD: I definitely think that using Jungle Rangers over the summer would be very beneficial for kids.

ON SCREEN: ifocus $14.95 PLUS s&h
30 DAY TRIAL
EXCLUSIVE TV OFFER
NOT AVAILABLE IN STORES!
CALL NOW 1-800-624-0737 www.JungleRangers.com

MALE ANNOUNCER: The ifocus Jungle Rangers brain training system is not available in stores. It’s only available online or through this exclusive television offer. So, call or click on JungleRangers.com. Make the commitment right now to help your child’s brain stay sharp and alert over the summer.

ON SCREEN: PARENT TO PARENT PROMISE

6 MONTHS
100% MONEY BACK GUARANTEE
ifocus
$14.95 PLUS s&h
30 DAY TRIAL
EXCLUSIVE TV OFFER
CALL NOW 1-800-624-0737 www.JungleRangers.com

For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
MALE ANNOUNCER: And, remember, with the ifocus system and our exclusive parent to parent promise, your child will be focused --

ON SCREEN: Production information shown above

Focus
Succeed
Order Now

MALE ANNOUNCER: -- on task and ready to succeed in the fall or your money back. Order right now.

ON SCREEN: ifocus
$14.95 PLUS s&h
30 DAY TRIAL
EXCLUSIVE TV OFFER

CALL NOW 1-800-624-0737 www.JungleRangers.com

UNIDENTIFIED FEMALE: 100 percent recommend it.
CHILD: The best thing about Jungle Rangers is everything.

ON SCREEN: CALL or Click TO ORDER NOW!

ifocus
$14.95 PLUS s&h
30 DAY TRIAL
EXCLUSIVE TV OFFER

CALL NOW 1-800-624-0737 www.JungleRangers.com

MALE ANNOUNCER: Call 1-800-624-0737 for the For

The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
ifocus system. That’s 1-800-624-0737. Call now, 1-800-624-0737.

ON SCREEN: IS YOUR CHILD READY TO LEARN?

MALE ANNOUNCER: Will your child be ready to learn when school starts again in the fall? Studies prove it.

ON SCREEN: child’s brain shrink

students return to school after a long summer vacation, they’ve lost one to three months worth of learning.

MALE ANNOUNCER: Over the summer, kids become rusty. Their memory and attention muscles weaken.

ON SCREEN: BORED

DISTRACTED

DISRUPTIVE

MALE ANNOUNCER: That can mean they’re bored in class, easily distracted and sometimes disruptive.

ON SCREEN: 1-800-624-0737

www.JungleRangers.com

TAFFIE: Every parent-teacher conference it’s always --

ON SCREEN: Taffie 1-800-624-0737

Trista’s Mom www.JungleRangers.com

TAFFIE: -- you know, she’s a little chatterbox, we have a hard time keeping her in her seat.
DENISE: Every single day I was getting calls from the teacher or he was getting sent to the office.

GWEN: Text messages about, you know, the classroom behaviors.

ROBIN DURY: I see it, plain as day, those kids are so distracted that really keeps them behind, and the longer they go in school, the further behind they get.

MALE ANNOUNCER: We knew that since teachers have a front row to students with summer attention and focus problems, they would be the toughest critics of the ifocus Jungle Rangers system. And we were right.

ROBIN DURY: I had never heard of something that actually builds your focus.
BRANDON SPORTEL: My reaction was, can a video game do this?

MALE ANNOUNCER: So, we asked several elementary school teachers to incorporate the game into their weekly schedule --

ON SCREEN: Honest Feedback
1-800-624-0737
www.JungleRangers.com

MALE ANNOUNCER: -- and to give us their honest feedback about what they noticed.

ON SCREEN: Barbara Shaw 1-800-624-0737
Computer Teacher www.JungleRangers.com

BARBARA SHAW: I’m kind of shocked. I’ve been trying to talk to them a little bit, but I’m their distraction. So, they don’t want to talk to me right now. They just want to focus on what they’re doing.

ON SCREEN: Intense

FOCUS AND CONCENTRATION

MALE ANNOUNCER: That intense focus and concentration didn’t end when the computers were turned off.

ON SCREEN: Positive Changes

MALE ANNOUNCER: Teachers quickly saw the positive changes Jungle Rangers made, even for the most distracted students.

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

www.ftrinc.net (800) 921-5555
LAVONNE RIGGS: I have seen a vast improvement.

Class is Motivated and Focus

LAVONNE RIGGS: This class seems to be motivated and focused and the only thing we’re doing differently is Jungle Rangers.

KELLY ARNOLD: I definitely recommend it. I’ve already recommended it to several teachers at my school and other parents.

BARBARA SHAW: They’re actually learning something and having to engage different parts of their brain, but they’re having a good time doing it.

MALE ANNOUNCER: And teachers say engaging
different parts of the brain, making new connections is exactly what will help students to focus and succeed in the classroom, especially during those critical first few months of the school year when so many are already behind.

ON SCREEN: Lori Jensen 1-800-624-0737 Principal, 30 Years in Education www.JungleRangers.com

LORI JENSEN: Because you can’t really teach a child to think. Being able to use the Jungle Rangers and having the students actually learn how to think through a problem of how to make those choices and how to think for themselves.


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

ON SCREEN: HIGHER LEVEL THINKING SKILLS THINK THROUGH PROBLEMS FILTER OUT DISTRACTIONS Focus Absorb Remember

For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
MALE ANNOUNCER: Higher level thinking skills, the ability to think through a problem, to filter out distractions, focus on the task at hand, to absorb and remember important information.

ON SCREEN: Focus AND MEMORY MUSCLES 1-800-624-0737 www.JungleRangers.com

MALE ANNOUNCER: Kids who play Jungle Rangers flex their focus and memory muscle. That’s a critical advantage, especially over the summer when so many students lose focus.

ON SCREEN: Kelly Arnold 1-800-624-0737 Teacher www.JungleRangers.com

KELLY ARNOLD: We want to continue to have them exercise their brain over the summer so that, you know, those neurons are continuing to fire so that when they start the school year next year, they’re, you know, right where they left off.


MALE ANNOUNCER: And keeping their brain exercised, ready to learn is easy and fun --

ON SCREEN: Fun:

EASY GAME! For The Record, Inc. (301) 870-8025

- www.ftrinc.net - (800) 921-5555
MALE ANNOUNCER: -- with the Jungle Rangers game because, plain and simple, kids love playing it.

ON SCREEN: Kids Love JUNGLE RANGERS

1-800-624-0737

www.JungleRangers.com

CHILD: You get to jump on logs.

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

CHILD: I would play it every day.

CHILD: And I’m a trainee Jungle Ranger. This game is really fun.

CHILD: This is the funnest game on earth.

MALE ANNOUNCER: Kids love playing ifocus Jungle Rangers. Parents, teachers and even the kids love the results. It’s one reason ifocus has partnered with the National PTA --

ON SCREEN: National Member Benefits Provider of PTA

MALE ANNOUNCER: -- to benefit its millions of parent and teacher members.

ON SCREEN: Kelly Arnold 1-800-624-0737 Teacher www.JungleRangers.com

KELLY ARNOLD: The PTA is a very big deal. For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
ON SCREEN: Robin Dury 1-800-624-0737
Teacher of the Year www.JungleRangers.com
ROBIN DURY: It really shows me, as a teacher, that, hey, this is a product that I would be really interested in looking at.

ON SCREEN: 1-800-624-0737
www.JungleRangers.com

MALE ANNOUNCER: From teachers who tried the ifocus Jungle Rangers system in their own classrooms to the parents who see the --

ON SCREEN: Incredible RESULTS

MALE ANNOUNCER: -- incredible results, we hear it over and over again.

ON SCREEN: Attentive
Focused
On Task

MALE ANNOUNCER: Kids who play Jungle Rangers are attentive, focused and able to stay on task.
And, remember, it’s that ability to stay focused that studies --

ON SCREEN: Self-regulation key to academic success
directly related to academic performance

MALE ANNOUNCER: -- say can be even more important than IQ when it comes to success in the For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
classroom.

ON SCREEN: Brandon Sportel
Jungle Rangers Makes a Difference
BRANDON SPORTEL: So, Jungle Rangers is really important because if we can even get 10, 15, 20, 25 more minutes out of a student attentive-wise and focus, that can make all the difference.

ON SCREEN: Jennifer 1-800-624-0737
Kaida’s Mom www.JungleRangers.com
JENNIFER: I really didn’t expect to see that big of a change that quickly.

ON SCREEN: 1-800-624-0737
www.JungleRangers.com
BRANDON SPORTEL: I did not expect the overwhelming response from the parents that this game made a difference in their kids’ lives.

ON SCREEN: Alitza 1-800-624-0737
Issac’s Mom www.JungleRangers.com
ALITZA: Oh, my gosh, this game is amazing, 100 percent recommend it. And he likes that, he enjoys it. And that’s what makes me very happy.

ON SCREEN: Gwen 1-800-624-0737
GWEN: As a grandmother, yes, I would For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
definitely recommend Jungle Rangers to other parents.

ON SCREEN: 1-800-624-0737
www.JungleRangers.com

BRANDON SPORTEL: I’m totally convinced.

ON SCREEN: Carter 1-800-624-0737

CARTER: I kind of feel the same, just I concentrate more.

ON SCREEN: Cami 1-800-624-0737
I Focus More www.JungleRangers.com

CAMI: And I focus more on my homework.

ON SCREEN: C.J. 1-800-624-0737
You Just Remember www.JungleRangers.com

C.J.: And you just remember a bunch of things.

ON SCREEN: Nelson 1-800-624-0737
It Makes Your Brain Work www.JungleRangers.com

NELSON: It makes your brain work.

ON SCREEN: Lindsey 1-800-624-0737
It’s Just Fun www.JungleRangers.com

LINDSEY: It’s just fun.

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

UNIDENTIFIED MALE: This is one thing that I’m very glad my wife and I decided to do. I think it’s been beneficial for our boys. Thank you. That’s about what I

For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
want to say. Thank you for ifocus.

ON SCREEN: ifocus
$14.95 PLUS S&H
30 DAY TRIAL
EXCLUSIVE TV OFFER
Entire ifocus BRAIN TRAINING SYSTEM
CALL NOW 1-800-624-0737 www.junglerangers.com
MALE ANNOUNCER: Right now, through this
extraordinary and exclusive offer, you can get the entire
ifocus Jungle Rangers Brain Training System --
ON SCREEN: ifocus
$14.95 PLUS S&H
30 DAY TRIAL
EXCLUSIVE TV OFFER
INCLUDES 9 JUNGLE RANGERS GAMES
CALL NOW 1-800-624-0737 www.junglerangers.com
MALE ANNOUNCER: -- including all nine Jungle
Rangers games. Find out for yourself how effective it
really is by simply trying it for a full 30 days for just
$14.95.

ON SCREEN: Order Now
ifocus
$14.95 PLUS S&H
30 DAY TRIAL
EXCLUSIVE TV OFFER

For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
Entire ifocus BRAIN TRAINING SYSTEM
CALL NOW 1-800-624-0737 www.junglerangers.com
MALE ANNOUNCER: Order right now and we’ll send you the ifocus Jungle Rangers brain training system --
ON SCREEN: ifocus
$14.95 PLUS S&H
30 DAY TRIAL
EXCLUSIVE TV OFFER
FIGHT Summer Brain Drain
CALL NOW 1-800-624-0737 www.junglerangers.com
MALE ANNOUNCER: -- with everything your child needs to stay sharp and focused over the summer and ready to learn when school begins in the fall.
ON SCREEN: ifocus
$14.95 PLUS S&H
30 DAY TRIAL
EXCLUSIVE TV OFFER
JUNGLE RANGERS GAME CD
CALL NOW 1-800-624-0737 www.junglerangers.com
MALE ANNOUNCER: Of course, you’ll get the Jungle Rangers Game CD.
ON SCREEN: Product Information shown above
First 500 Orders
FREE BONUS
FREE For The Record, Inc. (301) 870-8025 –
www.ftrinc.net - (800) 921-5555
Science Behind the Game  AUDIO CD

MALE ANNOUNCER: But the first 500 orders will also receive this important bonus, an in-depth parent audio CD detailing the science behind the groundbreaking ifocus program.

ON SCREEN: Product Information shown above FREE

There’s More

Focus on Behavior

HANDBOOK + AUDIO CD

MALE ANNOUNCER: And there’s more. You’ll learn to recognize good and bad behavioral problems with this free focus on behavior handbook and accompanying audio CD --

ON SCREEN: Product Information shown above FREE

Plus Additional BONUS EXTRAS!

MALE ANNOUNCER: -- plus these additional Jungle Rangers extras all at absolutely no extra cost.

ON SCREEN: CALL OR Click TO ORDER NOW!

ifocus

$14.95 PLUS s&h

30 DAY TRIAL

EXCLUSIVE TV OFFER For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
CALL NOW 1-800-624-0737 www.JungleRangers.com

MALE ANNOUNCER: Call or click to order now and we’ll send you this entire system with everything you see here to simply try for a full month in your own home for just $14.95.

ON SCREEN: Product Information Shown Above
And It Gets Better!

CALL in the next 18 MINUTES!

FREE SHIPPING & HANDLING

MALE ANNOUNCER: And it gets even better.

Order in the next 10 minutes and we’ll ship this total and complete breakthrough system, including all the free extras and bonus items, right to your door for free.

That’s right, absolutely free shipping and handling when you call and order right away.

ON SCREEN: Product information shown above

NOT AVAILABLE IN STORES!

MALE ANNOUNCER: The ifocus Jungle Rangers Brain Training System is not available in stores. It’s only available online or through this exclusive television offer. Call or click on JungleRangers.com and make the commitment now --

ON SCREEN: Product information shown above

FIGHT Summer Brain Drain

MALE ANNOUNCER: -- to keep your child’s brain

For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
sharp and alert over the summer.

ON SCREEN: PARENT TO PARENT PROMISE

6 MONTHS

100% MONEY BACK GUARANTEE

ifocus

$14.95 PLUS s&h

30 DAY TRIAL

EXCLUSIVE TV OFFER

Focus

Succeed

CALL NOW 1-800-624-0737 www.JungleRangers.com

MALE ANNOUNCER: And, remember, with the ifocus system and our exclusive parent to parent promise, your child will be focused, on task and ready to succeed in the fall or your money back. Order now.

ON SCREEN: CALL or Click

PARENT TO PARENT PROMISE

6 MONTHS

100% MONEY BACK GUARANTEE

ifocus

$14.95 PLUS s&h

30 DAY TRIAL

EXCLUSIVE TV OFFER

CALL NOW 1-800-624-0737 www.JungleRangers.com

MALE ANNOUNCER: Call 1-800-624-0737 for the
ifocus system. That’s 1-800-624-0737. Call now, 1-800-624-0737.

MALE ANNOUNCER: Over the summer break --

ON SCREEN: CAN’T FOCUS
CAN’T PAY ATTENTION

MALE ANNOUNCER: -- school is the last thing on a kid’s mind, and it literally does affect their brain. Their focusing muscles become rusty. It’s harder for them to sit and pay attention.

ON SCREEN: SUMMER BRAIN DRAIN

MALE ANNOUNCER: Teachers call it the summer brain drain. They see it in kids who just can’t seem to catch up after the summer break.

ON SCREEN: Brandon Sportel
Teacher

BRANDON SPORTEL: I think the toughest call that a teacher has to make to a parent is that their child is failing.

MALE ANNOUNCER: But, now, you can help ensure your child stays --

ON SCREEN: FIGHT Summer Brain Drain

MALE ANNOUNCER: -- sharp and focused over the summer so once school begins in the fall, he or she is --

ON SCREEN: Alert

For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
READY TO LEARN!

MALE ANNOUNCER: -- alert and ready to learn
with the ifocus Jungle Rangers Brain Training System.
Parents, teachers and experts love the ifocus approach,
awarding it top honors from more than a dozen highly
prestigious organizations.

BRANDON SPORTEL: Jungle Rangers did everything
ing right.

DR. DANIEL AMEN: Here, we had developers, in a
thoughtful way --

ON SCREEN: Daniel Amen, M.D.
ifocus Scientific Advisor
1-800-624-0737
www.JungleRangers.com

DR. DANIEL AMEN: -- develop a game to actually
strengthen the connections in the brain.

ON SCREEN: 1-800-624-0737
www.JungleRangers.com

MALE ANNOUNCER: Brain specialists and ifocus
scientific advisor, Dr. Daniel Amen, is impressed with
the way the ifocus system works. He saw results from
kids who played Jungle Rangers for only a few hours.

DR. DANIEL AMEN: It’s a very interesting term
called “long-term potentiation.” So, what that means is
the connections between cells --
ON SCREEN: CONNECTIONS BECOME STRONGER

DR. DANIEL AMEN: -- actually become stronger.

ON SCREEN: 1-800-624-0737
www.JungleRangers.com

MALE ANNOUNCER: And when he studied a group of children before and after playing the Jungle Rangers game, Dr. Amen discovered a pattern. Jungle Rangers creates the kinds of measurable changes in the brain that are key to success.

ON SCREEN: SELF REGULATION: +25%

Anna age 10
Average Self Regulation Improvement 12% in 5 hours

DR. DANIEL AMEN: What we found was their ability to --

ON SCREEN: SELF REGULATION: +38%

Tiffany age 11
Average Self Regulation Improvement 12% in 5 hours

DR. DANIEL AMEN: -- regulate themselves, so self-regulation --

ON SCREEN: SELF REGULATION: +105%

Chazz age 10
Average Self Regulation Improvement 12% in 5 hours

For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
DR. DANIEL AMEN: -- and emotion --

ON SCREEN: EMOTION: +25%

Jackson  age 11

Average Emotional Improvement 28% in 5 hours

DR. DANIEL AMEN: -- statistically significantly, increased --

ON SCREEN: EMOTION: +29%

Zach  age 11

Average Emotional Improvement 28% in 5 hours

DR. DANIEL AMEN: -- after the kids --

ON SCREEN: EMOTION: +350%

Isaac  age 9

Average Emotional Improvement 28% in 5 hours

DR. DANIEL AMEN: -- played the game.

ON SCREEN: Self-Regulation Supports Student Learning and Achievement

MALE ANNOUNCER: And, remember, studies say it’s self-regulation, not necessarily IQ, that helps ensure academic success.

ON SCREEN: Anna  Individual Result

age 10  Your child may not be as successful.

ANNA: In school, I have noticed that I can focus better.

ON SCREEN: Kristin  Individual Result

Anna’s Mom  Your child may not be as successful.
KRISTIN: We had the best parent-teacher conference that we’ve ever had.

ON SCREEN: 1-800-624-0737
www.JungleRangers.com

ANNA: I just notice a lot of improvement.
KRISTIN: I’ve been happy with the results.
I’ve been happy with how she’s felt about it.

ANNA: I have more confidence in myself.
ON SCREEN: Confidence Improvement Better Performance
1-800-624-0737
www.JungleRangers.com

MALE ANNOUNCER: Confidence, improvement, better school performance. With the ifocus system, we hear it over and over again.

ON SCREEN: Science Fun
1-800-624-0737
www.JungleRangers.com

MALE ANNOUNCER: This innovative combination of challenging fun and sophisticated science really does make a difference --

ON SCREEN: JUNGLE RANGERS
1-800-624-0737
www.JungleRangers.com

For The Record, Inc.

(301) 870-8025 - www.ftrinc.net - (800) 921-5555
MALE ANNOUNCER: -- keeping young brains sharp and focused, especially over the summer when so many kids suffer --

ON SCREEN: SUMMER BRAIN DRAIN
1-800-624-0737
www.JungleRangers.com

MALE ANNOUNCER: -- from summer brain drain.
Even so, pediatric nurse and mother of nine, Taffie Evans, was very skeptical about the ifocus Jungle Rangers system.

ON SCREEN: Taffie 1-800-624-0737
Trista’s Mom www.JungleRangers.com

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

ON SCREEN: 1-800-624-0737
www.JungleRangers.com

MALE ANNOUNCER: Her daughter Trista is a bubbly six-year-old who’s very bright.

ON SCREEN: Trista 1-800-624-0737
age 6 www.JungleRangers.com

TRISTA: I’m good at math. I’m good at almost everything at school but spelling.

MALE ANNOUNCER: But Trista was having problems at school.
ON SCREEN: 1-800-624-0737

www.JungleRangers.com

TAFFIE: Every parent-teacher conference it’s always, you know, she’s a little chatterbox, we have a hard time keeping her in her seat.

MALE ANNOUNCER: That was before Trista started playing the ifocus Jungle Rangers game.

ON SCREEN: 1-800-624-0737

www.JungleRangers.com

TAFFIE: So, we went to this parent-teacher conference this last time. She said, I don’t know what you’re doing at home, but you need to keep it up because it’s helping her.

MALE ANNOUNCER: Playing Jungle Rangers really has made a difference for Trista.

TAFFIE: I would recommend ifocus to anyone who’s having trouble keeping their children’s attention. Like I said before, I was completely skeptical.

ON SCREEN: Taffie 1-800-624-0737

Pediatric Nurse www.JungleRangers.com

TAFFIE: I honestly and truly did not think it was going to work for my children. And, now, I’m a believer.

ON SCREEN: 1-800-624-0737


(301) 870-8025 - www.ftrinc.net - (800) 921-5555
TRISTA: It does help me pay attention.

ON SCREEN: Daniel Amen, M.D. 1-800-624-0737

Brain Imaging Specialist

www.JungleRangers.com

DR. DANIEL AMEN: So, I think any kid will benefit from this, and the reason I say that is I love the approach.

ON SCREEN: 1-800-624-0737

www.JungleRangers.com

DR. DANIEL AMEN: It’s a brain training exercise. None of it’s hard. I mean, that’s sort of the exciting thing. None of it’s hard. And it can give you a big benefit. And as a parent, you feel confident that --

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

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

ON SCREEN: Colleen

Michael and Nelson’s Mom

COLLEEN: I could see the improvement in him.

ON SCREEN: Susan 1-800-624-0737

Forrester’s Mom www.JungleRangers.com

SUSAN: Things come easier.

ON SCREEN: Kristin 1-800-624-0737 For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
Anna’s Mom               www.JungleRangers.com
KRISTIN: She’s been better at being a self-starter.

ON SCREEN: Connie       1-800-624-0737
Landon’s Mom            www.JungleRangers.com
CONNIE: He was able to follow directions a lot better.

ON SCREEN: Garth        1-800-624-0737
Zak and Zane’s Dad      www.JungleRangers.com
GARTH: The fact that he came home and wanted to do his homework.

ON SCREEN: Marissa      1-800-624-0737
Chazz’s Mom             www.JungleRangers.com
MARISSA: When I come home from work, his chores are done.

ON SCREEN: Adell        1-800-624-0737
Tiffany’s Mom           www.JungleRangers.com
ADELL: I definitely would recommend it.

ON SCREEN: You’ve Seen It
You’ve Heard It
Attentive Focused On Task
1-800-624-0737
www.JungleRangers.com

MALE ANNOUNCER: You’ve seen it, you’ve heard it. Kids who play Jungle Rangers are attentive, focused

For The Record, Inc.    (301) 870-8025 - www.ftrinc.net - (800) 921-5555
and able to stay on task.

ON SCREEN: Research has shown self-regulation is far more important than IQ

MALE ANNOUNCER: And, remember, it’s that ability to stay focused that studies say is even more important than IQ when it comes to success in the classroom. Don’t wait another second to help ensure your child is focused and prepared to learn once school begins again in the fall.

ON SCREEN: Final Opportunity TO ORDER

MALE ANNOUNCER: This is your final opportunity to order the incredible ifocus Brain Training System, the brand new way to help --

ON SCREEN: FIGHT

Summer Brain Drain

MALE ANNOUNCER: -- fight summer brain drain.

And it’s as easy as having your child play a --

ON SCREEN: Fun

CHALLENGING COMPUTER GAME

MALE ANNOUNCER: -- fun, challenging computer game called Jungle Rangers. Kids love it.

ON SCREEN: JUNGLE RANGERS

GAME: Jungle Rangers.

ON SCREEN: FIRST TIME PLAYERS! JUNGLE RANGERS

CHILD: It is really fun.

For The Record, Inc.

(301) 870-8025 - www.ftrinc.net - (800) 921-5555
CHILD: It’s like a puzzle.

CHILD: It’s fun.

CHILD: It’s just an awesome game.

MALE ANNOUNCER: Imagine how you’ll feel seeing your child focus and succeed simply by having fun.

ON SCREEN: JUNGLE RANGERS

EVERYONE E CONTENT RATED BY ESRB

Ages 6-12

MALE ANNOUNCER: Rated E for everyone and created especially for children aged 6 to 12, the ifocus Jungle Rangers system has won more than a dozen awards for its innovative approach and proudly partners --

ON SCREEN: National Member Benefits Provider of PTA

MALE ANNOUNCER: -- with the National PTA to benefit its millions of parent and teacher members.

ON SCREEN: Julie

Zach’s Mom

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

MALE ANNOUNCER: Now, it’s your turn to experience what thousands of families all over the country have already discovered with the award-winning innovative ifocus system.

UNIDENTIFIED FEMALE: I would say that it’s a
game that gives you results.

ON SCREEN: Individual Result

Your child may not be as successful.

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

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

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

Zach age 11 SUSTAINED ATTENTION: +250%
Average Sustained Attention Improvement 14% in 5 hours

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

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

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

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

MALE ANNOUNCER: And seeing kids like yours succeed simply by playing this powerful innovative game

is what motivates ifocus founder John Able. For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
ON SCREEN:  John Able
Parent, ifocus Founder

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

MALE ANNOUNCER:  John has six children of his own, so parent to parent he knows the value of a product that can give your child an advantage.

ON SCREEN:  John Able
Parent, ifocus Founder

JOHN ABLE:  I call them -- I call them arrows in your quiver or tools in your toolbox. The more tools you have, the better parenting you can do.

MALE ANNOUNCER:  And John wants every parent to experience the power of the ifocus Jungle Rangers Brain Training System, so he’s making you an incredible parent to parent promise.

ON SCREEN:  PARENT TO PARENT PROMISE

6 MONTHS

100% MONEY BACK GUARANTEE

IMPROVE:

FOCUS

ATTENTION

MEMORY

SCHOOL WORK

SELF ESTEEM

For The Record, Inc.  (301) 870-8025 - www.ftrinc.net - (800) 921-5555
MALE ANNOUNCER: Order now, put ifocus to the

test in your own home. Take six months, yes, six full
months to put the ifocus system to the test and truly
discover its ultimate potential for you and your children
or your money back.

JOHN ABLE: That’s the kind of company we are.

We’re a human company. Very human. The fact that
children’s lives are changed is important to me.

ON SCREEN: PARENT TO PARENT PROMISE

6 MONTHS

100% MONEY BACK GUARANTEE

MALE ANNOUNCER: And with his personal parent
to parent promise, you have a money back guarantee. Your
child will be focused, on task, attentive or your money
back.

ON SCREEN: Order Now

ifocus

$14.95 PLUS S&H

30 DAY TRIAL

EXCLUSIVE TV OFFER

BRAIN TRAINING SYSTEM

FIGHT

Summer Brain Drain

CALL NOW 1-800-624-0737 www.junglerangers.com

MALE ANNOUNCER: Order right now and try ifocus

For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
for only $14.95. We’ll send you the ifocus Jungle
Rangers Brain Training System with everything your child
needs to stay sharp and focused over the summer.

MALE ANNOUNCER: Of course, you’ll get the
incredible Jungle Rangers game CD.

MALE ANNOUNCER: But the first 500 orders also
receive this terrific bonus, an in-depth parent audio CD
detailing the science behind the groundbreaking ifocus
program.

MALE ANNOUNCER: And there’s more. Learn and
recognize good and bad behavioral problems with this free
Focus on Behavior handbook and accompanying audio CD.

For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
ON SCREEN: Product Information shown above

FREE

Plus Additional BONUS EXTRAS!

MALE ANNOUNCER: Plus these additional Jungle Rangers extras, all at absolutely no extra cost.

ON SCREEN: Product Information shown above

PARENT DASHBOARD

MALE ANNOUNCER: And look at this, with our exclusive parent dashboard tracker, you’ll be able to watch your child progress through all nine Jungle Rangers brain training games.

ON SCREEN: Production Information shown above

Taffie

Trista’s Mom

PARENT’S DASHBOARD

MONITOR PROGRESS

TAFFIE: Well, the dashboard explains to the parent how much time they have spent in which areas.

ON SCREEN: Production Information shown above

Jennifer

Kaida’s Mom

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

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

ON SCREEN: CALL OR Click

TO ORDER NOW!

ifocus

$14.95 PLUS s&h

30 DAY TRIAL

EXCLUSIVE TV OFFER

CALL NOW 1-800-624-0737 www.JungleRangers.com

Entire ifocus BRAIN TRAINING SYSTEM

MALE ANNOUNCER: Call or click to order now and

we’ll send you this entire system with everything you see

described here to simply try for a full month in your own home for

just $14.95.

ON SCREEN: Product Information Shown Above

CALL in the next 6 MINUTES!

FREE SHIPPING & HANDLING

MALE ANNOUNCER: And it gets even better.

Order in the next six minutes and we’ll ship this total

and complete breakthrough system, including all the free

electronic items and bonus items right to your door for free.

That’s right, absolutely free shipping and handling, but

only when you call and order right away.

ON SCREEN: Product Information Shown Above

Brandon Sportel

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

www.ftrinc.net - (800) 921-5555
BRANDON SPORTEL: I think it’s important for my students to play Jungle Rangers over the summer, so we keep those neurons firing.

ON SCREEN: Product Information Shown Above
Kelly Arnold
Teacher

KELLY ARNOLD: I definitely think that using Jungle Rangers over the summer would be very beneficial for kids.

ON SCREEN: ifocus
$14.95 PLUS S&H
30 DAY TRIAL
EXCLUSIVE TV OFFER
NOT AVAILABLE IN STORES!
CALL NOW 1-800-624-0737 www.junglerangers.com

MALE ANNOUNCER: The ifocus Jungle Rangers Brain Training System is not available in stores. It’s only available online or through this exclusive television offer. So, call or click on Jungle Rangers.com. Make the commitment right now to help keep your child’s brain sharp and alert over the summer.

ON SCREEN: Product information shown above
PARENT TO PARENT PROMISE
6 MONTHS
100% MONEY BACK GUARANTEE For The Record, Inc.

(301) 870-8025 - www.ftrinc.net - (800) 921-5555
MALE ANNOUNCER: And, remember, with the ifocus system and our exclusive parent to parent promise, your child will be focused, on task and ready to succeed in the fall or your money back. Order right now.

ON SCREEN: ifocus
$14.95 PLUS S&H
30 DAY TRIAL
EXCLUSIVE TV OFFER
CALL NOW 1-800-624-0737 www.junglerangers.com
UNIDENTIFIED FEMALE: 100 percent recommend it.
CHILD: The best thing about Jungle Rangers is everything.

MALE ANNOUNCER: Call 1-800-624-0737 for the ifocus system. That’s 1-800-624-0737. Call now, 1-800-624-0737.

ON SCREEN: The preceding was a paid presentation for the ifocus Jungle Rangers Brian Training System brought to you by Focus Education

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

(The video was concluded.)
CERTIFICATION OF TYPIST

MATTER NUMBER: 1223153
CASE TITLE: IFOCUS EDUCATION, LLC
TAPING DATE: JUNE 28, 2013
TRANSSCRIPTION DATE: NOVEMBER 12, 2013

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

DATED: NOVEMBER 12, 2013

ELIZABETH M. FARRELL

CERTIFICATION OF PROOFREADER

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

SARA J. VANCE For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555
ifocus™ FAQ's

How do I know if this will work for my child?
Will I need to do this with my child?
What if I don’t see the results I want?
How long and how often should my child be playing Jungle Rangers?
Will this help with ADD or ADHD?
What about Autism, Asperger's, or other issues?
What about Medications?
Will my child's improvements from ifocus/Jungle Rangers last or will they fade?
What if the game is too easy for my child? Or what if the game is too difficult?
What is the purpose of the Dashboard?
What if my child becomes frustrated because they are having difficulty progressing to different lands within the Jungle Rangers game?
What is a “Span Task”?
What is an “N-Back Task”?
What is a “CPT”?
Are there video instructions?
What is the significance of the Map and how do I review it?
What is the significance of the Monkey Shrine (Trophy Room)?
Does the game play from the CD or do I have to install anything?
How do I install the game?
When I put the disc in the computer, nothing happens.
What are the minimum system requirements for the Jungle Rangers Game?
Can I install the game on multiple computers?
Is it possible to resize the game window to full screen?
Why do I get this Adobe Air Updater pop-up?
How many players can play Jungle Rangers at the same time?
Why did the program lock up during playing?

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 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...
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 a minimum of 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 gameplay 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 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.

Headoff Pass (CPT) requires a player either complete the game with a high accuracy (80%) or spend a minimum of 45 minutes playing the game.

Porch's Peak (N-back Task) requires a player to play a minimum of 45 minutes before moving on in the game.

In ‘Split 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 60 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 (distractions). Sustained 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-watch these instructions, they can be viewed multiple times in the Movie Theater located in the world of Arbota 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
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!

Clear Distractions
Improve Memory
Absorb More Information
Develop Higher Levels of Focus & Attention
ANNNC: Does your child struggle with focus and concentration? Do they spend hours trying to finish their homework? Are you disappointed with your child’s report card, because you know they can do better?

MUSIC UP

Because now there’s an easy solution. No tutors. No classes. Remarkably... it’s a video game. One that’s already helped kids get good grades who’d never seen it happen before.

It’s a cutting-edge brain-training method turned into a captivating game for elementary school students. Discover what a difference it can make with an absolutely free demo from iFocus. Just call 1-800-XXX-XXXX.

It’s the award winning game kids can’t wait to play... and parents feel good about. It automatically adjusts to your child’s learning speed, giving kids an action packed game, and parents a surprise...

GARTH: We just got their report card and we were shocked. All As and Bs. They’ve never had that before.

For your absolutely free demo, call toll free. 1-800-XXX-XXXX. If lines are busy, please try again. 1-800-XXX-XXXX.

DISCLAIMER: Your child may not be as successful.