

EXHIBIT A (videotape)

OFFICIAL TRANSCRIPT PROCEEDING

FEDERAL TRADE COMMISSION

MATTER NO. 0223275

TITLE AB FORCE

DATE RECORDED: SEPTEMBER 19, 2002

TRANSCRIBED: AUGUST 11, 2003

PAGES 1 THROUGH 7

VIDEOTAPE - TELEBRANDS ELECTRONIC AB FORCE

:60

9/19/02 SCREENING COPY

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

Exhibit B

FEDERAL TRADE COMMISSION

I N D E X

VIDEOTAPE:

PAGE:

Ab Force Commercial

3

FEDERAL TRADE COMMISSION

In the Matter of:)
Ab Force) Matter No. 0223275
)
-----)

September 19, 2002

The following transcript was produced from a live tape provided to For The Record, Inc. on August 11, 2003.

P R O C E E D I N G S

VIDEOTAPE - AB FORCE COMMERCIAL

ON SCREEN:

Client: Telebrands

Title: Ab Force

Version: 1 min supered/mixed

Code: AB-E-60

Price: \$10

Length: :45 Tag: :15

Date: 12.28.01

Concepts

ON SCREEN: Pat Murphy

AB Force Spokeswoman

PAT MURPHY: Hi, Pat Murphy here.

ON SCREEN:

AB FORCE

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

Shown

PAT MURPHY: I'm sure you've seen those fantastic electronic ab belt infomercials on TV. They're amazing. They're the latest fitness craze to sweep the country and everybody wants one.

ON SCREEN: UP TO \$120 EACH!

PAT MURPHY: The problem is they're expensive, selling for up to \$120 each.

ON SCREEN:

AB FORCE

PAT MURPHY: Well, that's why we developed the Ab Force that you can buy right now for just \$10.

ON SCREEN: JUST \$10!

PAT MURPHY: That's right, just \$10.

ON SCREEN:

AB FORCE

Why So Cheap?

PAT MURPHY: Why so cheap?

ON SCREEN: Price of Electronics Comes Down

Intense Competition

Mass Production

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

Factory Deal**Pass Savings On To You!**

PAT MURPHY: Well, just like cell phones and VCRs, the price of electronic products keeps coming down. We were able to cut a special deal with the factory and are passing the savings on to you.

The Ab Force is just as powerful and effective as those expensive ab belts sold by others --

ON SCREEN: ELECTRONIC STIMULATION

PAT MURPHY: -- designed to send just the right amount of electronic stimulation to your abdominal area.

ON SCREEN:**********AB FORCE****JUST****\$10**

PAT MURPHY: And best of all, the Ab Force is just \$10 and --

ON SCREEN: 30 DAY**SATISFACTION****GUARANTEE!**

PAT MURPHY: -- comes with a full money back guarantee.

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

Don't miss out on this opportunity to join the latest fitness craze. Call now.

ON SCREEN: Only \$10.00

Plus \$5.99 S&H

SORRY NO C.O.D.'s

Send Check or Money Order to:

Electronic Ab Force

3 Telebrands Plaza

Fairfield, NJ 07004

CA and NJ Residents add sales tax/Allow 2-6 weeks for delivery.

(The commercial was concluded.)

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

MATTER NUMBER: 0223275

CASE TITLE: AB FORCE

TAPING DATE: SEPTEMBER 19, 2002

TRANSCRIPTION DATE: AUGUST 11, 2003

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

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

TRADE COMMISSION to the best of my knowledge and belief.

DATED: AUGUST 11, 2003

—
ELIZABETH M. FARRELL

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

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

—
KATHY J. DE MENT

EXHIBIT C (videotape)

OFFICIAL TRANSCRIPT PROCEEDING
FEDERAL TRADE COMMISSION

MATTER NO. 0223275

TITLE AB FORCE

DATE RECORDED: SEPTEMBER 19, 2002

TRANSCRIBED: AUGUST 8, 2003

PAGES 1 THROUGH 8

VIDEOTAPE - TELEBRANDS ELECTRONIC AB FORCE

AB-E-120

:120

9/19/02 SCREENING COPY

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

Exhibit D

FEDERAL TRADE COMMISSION

I N D E X

VIDEOTAPE:

PAGE:

Ab Force Commercial

3

FEDERAL TRADE COMMISSION

In the Matter of:)
Ab Force) Matter No. 0223275
)
-----)

September 19, 2002

The following transcript was produced from a live tape provided to For The Record, Inc. on August 8, 2003.

P R O C E E D I N G S

- - - - -
VIDEOTAPE - AB FORCE COMMERCIAL

ON SCREEN:

Client: Telebrands

Title: Ab Force

Version: 2 mins. supered/mixed

Code: AB-E-120

Price: \$10

Length: 1:45 Tag: :15

Date: 12.28.01

Concepts

ON SCREEN: Pat Murphy

AB Force Spokeswoman

PAT MURPHY: Hi, Pat Murphy with a terrific

offer.

ON SCREEN:

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

AB FORCE**Shown**

PAT MURPHY: I'm sure you've seen those fantastic electronic ab belt infomercials on TV. They're amazing. They're the latest fitness craze to sweep the country and everybody wants one.

ON SCREEN: UP TO \$120 EACH!

PAT MURPHY: But the problem is they're expensive, selling for up to \$120 each.

ON SCREEN:

AB FORCE

PAT MURPHY: Well, that's why we developed the Ab Force that you can buy right now for just \$10.

ON SCREEN: JUST \$10!

PAT MURPHY: That's right, just \$10.

ON SCREEN:

AB FORCE

PAT MURPHY: But don't be fooled by the price. The Ab Force is just as powerful and effective as those ab belts sold by other companies on infomercials.

ON SCREEN: HIGH QUALITY

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

PAT MURPHY: The Ab Force is truly a high quality product.

ON SCREEN: SOPHISTICATED COMPUTER COMPONENTS
ELECTRONIC STIMULATION

PAT MURPHY: Using sophisticated electronic technology, the Ab Force is designed to send just the right amount of electronic stimulation to your abdominal area.

ON SCREEN:

How Can

We Afford

To Sell

AB FORCE

For So Little?

PAT MURPHY: So, how can we afford to sell the Ab Force for so little?

ON SCREEN: Price of Electronics Comes Down

Intense Competition

Mass Production

Factory Deal

Pass Savings On To You!

PAT MURPHY: Well, just like cell phones and

For The Record, Inc.

Waldorf, Maryland

(301) 870-8025

VCRs, the price of electronic products keeps coming down.

And thanks to intense competition and a savings from mass production, we were able to cut a special deal directly with the factory and we're passing the savings on to you. It's that simple.

Designed with comfort in mind, the Ab Force is made of advanced --

ON SCREEN: LIGHTWEIGHT

ADJUSTABLE BELT

PAT MURPHY: -- lightweight material and utilizes a fully adjustable belt. It is so comfortable that you can even wear it under your clothes. In fact, I'm wearing one right now and it's working while I'm working.

ON SCREEN:

AB FORCE

High Quality

Powerful

Comfortable

PAT MURPHY: The Ab Force is high quality, powerful, comfortable --

ON SCREEN:

AB FORCE

JUST \$10

PAT MURPHY: -- and best of all, it's just \$10.

ON SCREEN: 30 DAY

SATISFACTION GUARANTEE!

PAT MURPHY: And every unit is covered by the company's 30-day satisfaction guarantee. If you don't absolutely love it, just send it back for a full refund of the purchase price.

Demand for the Ab Force is overwhelming and --

ON SCREEN: Not Available In Stores

PAT MURPHY: -- it's not available in stores anywhere. So, don't miss out on this incredible opportunity. Call to reserve your Electronic Ab Force now.

ON SCREEN: ONLY \$10

Plus \$5.99 S&H

SORRY NO C.O.D.'s

Send Check or Money Order to:

Electronic Ab Force

3 Telebrands Plaza

Fairfield, NJ 07004

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

CA and NJ Residents add sales tax/Allow 2-6
weeks for delivery.

(The commercial was concluded.)

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

MATTER NUMBER: 0223275

CASE TITLE: AB FORCE

TAPING DATE: SEPTEMBER 13, 2002

TRANSCRIPTION DATE: AUGUST 8, 2003

I HEREBY CERTIFY that the transcript contained

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

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: AUGUST 8, 2003

—
ELIZABETH M. FARRELL

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

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

—
KATHY J. DE MENT

EXHIBIT E (videotape)

OFFICIAL TRANSCRIPT PROCEEDING

FEDERAL TRADE COMMISSION

MATTER NO. 0223275

TITLE AB FORCE

DATE RECORDED: FEBRUARY 1, 2002

TRANSCRIBED: AUGUST 8, 2003

PAGES 1 THROUGH 6

VIDEOTAPE - AB FORCE 2/1/02 :60

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

Exhibit F

FEDERAL TRADE COMMISSION

I N D E X

VIDEOTAPE:

PAGE:

Ab Force Commercial

3

FEDERAL TRADE COMMISSION

In the Matter of:)
Ab Force) Matter No. 0223275
)
-----)

February 1, 2002

The following transcript was produced from a
live tape provided to For The Record, Inc. on August 8,
2003.

P R O C E E D I N G S

- - - - -
VIDEOTAPE - AB FORCE COMMERCIAL

ON SCREEN: Pat Murphy-Stark

AB FORCE Spokeswoman

Consult your physician before using the AB
FORCE.

PAT MURPHY-STARK: Hi, Pat Murphy-Stark here.

ON SCREEN:

AB FORCE

Do not use if you have a pacemaker, a heart or
other medical condition or are pregnant.

PAT MURPHY-STARK: I'm sure you've seen those
fantastic electronic ab belt infomercials on TV. They're
amazing. They're the latest craze to sweep the country
and everybody wants one.

ON SCREEN: UP TO \$120 EACH!

PAT MURPHY-STARK: But the thing is, they're

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

expensive, selling for up to \$120 each.

ON SCREEN:

AB FORCE

PAT MURPHY-STARK: Well, that's why we developed the Ab Force that you can buy right now for just \$20.

ON SCREEN: JUST \$20

PAT MURPHY-STARK: That's right, just \$20.

ON SCREEN:

AB FORCE

Why So Cheap?

PAT MURPHY-STARK: Why so cheap?

**ON SCREEN: Price of Electronics Comes Down
Mass Production**

Factory Deal

Pass Savings On To You!

PAT MURPHY-STARK: Well, just like cell phones and VCRs, the price of electronic products keeps coming down. We were able to cut a deal directly with the factory and are passing the savings on to you.

ON SCREEN: Always use with conductive gel

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

PAT MURPHY-STARK: The Ab Force uses the same powerful technology as those expensive ab belts --

ON SCREEN: RELAXING MASSAGE

10 INTENSITY LEVELS

PAT MURPHY-STARK: -- capable of directing 10 different intensity levels at your abdominal area.

ON SCREEN: HERE'S AN EVEN BETTER DEAL!

PAT MURPHY-STARK: And here's an even better deal.

ON SCREEN: 1-800-322-4343

PAT MURPHY-STARK: Call right now and we'll double your order.

ON SCREEN: 2 FOR \$20

1-800-322-4343

PAT MURPHY-STARK: That's two electronic Ab Force belts for just \$20.

Don't miss out on this incredible opportunity.

Call now.

ON SCREEN: 2 FOR \$20

Plus \$5.99 S&H

Full 30 Day Money Back

Guarantee (less S&H)

SORRY NO CODs

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

1-800-322-4343

AB FORCE Double Offer

500 South Broad Street

Meriden, CT 06450

CT Residents add sales tax/Allow 2-6 weeks for delivery.

MALE ANNOUNCER: To order your two Ab Force massaging belts for only \$20 plus shipping and handling, call 1-800-322-4343. That's 1-800-322-4343.

(The commercial was concluded.)

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

MATTER NUMBER: 0223275

CASE TITLE: AB FORCE

TAPING DATE: FEBRUARY 1, 2002

TRANSCRIPTION DATE: AUGUST 8, 2003

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: AUGUST 8, 2003

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

ELIZABETH M. FARRELL

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

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

KATHY J. DE MENT

How Can We Afford To Sell The Amazing AbForce™ For The Unbelievable Price Of Just... \$10?

They're Amazing!

I'm sure you've seen those fantastic electronic ab belt infomercials on TV. They're amazing! They're the latest craze to sweep the country and everybody wants one. The thing is they're expensive selling for up to \$120 each. That's why we developed the Abforce that you can buy right now for just \$10. That's right, you can own the amazing Abforce for the unbelievable price of as low as just \$10 each during this nationwide promotion!

Don't Be Fooled By The Price!

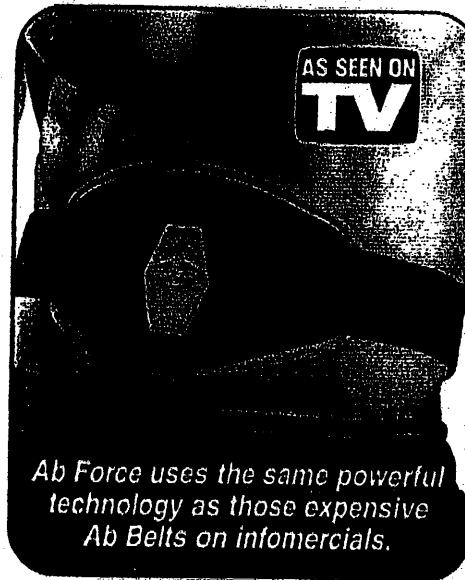
The Abforce uses the same powerful technology as those Ab Belts sold by other companies on infomercials. The Abforce is truly a high quality product. Using sophisticated computer components, the Abforce is capable of directing 10 completely different intensity levels at your abdominal area.

How Can We Afford To Sell The Abforce For So Little?

We all know that electronic products tend to get cheaper over time. Calculators, cell phones, VCRs and DVD players are just a few examples. So it should be no surprise that the Abforce can be sold for this price. Prices go down because of intense competition and mass production. Because of this, we were able to cut a special deal directly with the factory and are passing the savings on to you! It really is that simple. So why would you want to buy a more expensive Ab Belt from the competition when the Abforce is as low as just \$10?

Comfort Too!

Designed with comfort in mind, the Abforce is made of advanced, lightweight material and utilizes a fully



adjustable belt. It's so comfortable that you can even wear it under your clothes. Every Abforce is covered by a 30 day unconditional money back guarantee (less shipping and handling).

Limited Offer!

Demand for the Abforce is so overwhelming that there's a strict limit of 3 units per address during this promotion. This offer is only guaranteed to last until March 28, 2002. Supplies are limited, so please order quickly to assure delivery. Now you can enjoy a great quality Ab Belt AND save a lot of money too!

Call Toll-Free To Order
The AbForce Belt

1-800-791-4477



You must respond by March 28, 2002 for this amazing offer! CT residents add sales tax.

Use with conductive gel. Consult a physician before using AbForce. Do not use if you have a pacemaker, a heart condition or other medical condition, or if your pregnant.

©TV Savings, LLC, P.O. Box 13184, Bridgeport, CT 06673-3184

ABA7133

Exhibit G

CONFIDENTIAL

T000016

TEST

12/18/01

Abforce Radio Spot—60 seconds

Have you seen those fantastic Electronic Ab Belt infomercials on TV?

They're amazing...promising to get our abs into great shape fast—without exercise!

They're the latest fitness craze to sweep the country!

But, they're expensive, selling for up to 120 dollars each!

But what if you could get a high quality electronic ab belt for just 10 dollars?

That's right, just 10 dollars!

Why so cheap?

Because intense competition and mass production have forced prices down.

We cut a deal with the factory to buy up to 1 million units at a very special price and are passing the savings on to you.

The Abforce is just as powerful and effective as the expensive ab belts on TV—designed to send just the right amount of electronic stimulation to your abdominal area.

Best of all, they're only 10 dollars and have a full money back guarantee. Call now, 1-800-555-1212.

Don't miss out. Get the amazing electronic Abforce belt—the latest fitness craze for just \$10. Call now 1-800-555-1212, that's 800-555-1212.

CONFIDENTIAL

Exhibit H

T000017