



RESPOND2

LasikPlus :120 spot
Fourth Draft v.1 & v.2
Draft Date: 11/12/01

MUSIC UP: "STRESSFUL" THEME
OPEN ON GRAPHIC PAGE: [SHOULD BE BREAKDOWN FROM CLIENT]
GLASSES OR CONTACTS WILL COST OVER \$10,000 OVER 10 YEAR
PERIOD. (DISCLAIMER: AVERAGE COST)

ANNOUNCER

(voice-over)

Did you know you could spend over
\$10,000 on glasses and contacts over
the next 10 years?

DISSOLVE TO MONTAGE SEQUENCE OF DOUG/KIM PUTTING ON
GLASSES/TAKING OUT CONTACTS.

ANNOUNCER

(voice-over)

Not to mention all the time, hassle and
discomfort.

MUSIC: CHANGE TO UPBEAT THEME

DISSOLVE TO NEW GRAPHIC PAGE WITH EYE AND ROTATING "SCOPE"
ELEMENT W/SUPER: BE FREE [FROM YOUR GLASSES and CONTACTS /
FOREVER]

ANNOUNCER

(voice over)

But now there's a way you could be free
from your glasses or contacts forever.

correction provider! Our plusses make
the difference.

GRAPHIC: GRAPHIC PAGE WITH "THE LASIKPLUS DIFFERENCE" AS A
HEADER AND A ROW OF "PLUSSES" DOWN THE LEFT SIDE. A SUPER
COMES IN NEXT TO PLUS #1 - "RESULTS." DISSOLVE TO
LIFESTYLE SHOTS (GOLF/WATERSKIING/COMPUTER)

ANNOUNCER

(voice-over)

With LasikPlus, you could enjoy up to 20/20
vision or better! Imagine crisp, clear vision
without glasses or contacts!

GRAPHIC: REPRISE GRAPHIC PAGE. ADD SUPER TO PLUS #2 -
"EXPERIENCE." DISSOLVE TO NEW GRAPHIC - "DECADE OF
EXPERIENCE." ADD SUPER OVER VIDEO - "OVER 150,000
SUCCESSFUL PROCEDURES WORLDWIDE."

ANNOUNCER

With over a decade of experience,
LasikPlus has performed over 150,000
successful procedures worldwide.

DISSOLVE TO DOUG DURING PROCEDURE. USE CUT TO DOCTOR AND
NURSE DURING PROCEDURE.

ANNOUNCER

Each highly trained Master Lasik
surgeon has performed an average of
4,000 procedures.

GRAPHIC: REPRISE GRAPHIC PAGE. ADD SUPER TO PLUS #3 -
"CONTINUUM OF CARE." DISSOLVE TO CALENDAR GRAPHIC THAT
SHOWS CONSULTATION, OPERATION, POST-OP CHECK UP AND FOLLOW
UP STAGES. END SCENE WITH SHOT OF KIM AND DOCTOR SHAKING
HANDS.

ANNOUNCER

LasikPlus is safe, incredibly fast,
virtually painless, and patients have
described it as a life changing
experience.

TESTIMONIALS

REPRISE LIFESTLYE FOOTAGE.

ANNOUNCER

Think about all the things you could do
without the hassles of glasses or
contacts.

GRAPHIC: REPRISE GRAPHIC PAGE. ADD SUPER TO PLUS #4 -
"VALUE."

GRAPHIC: REPRISE PRICE COMPARISON.

ANNOUNCER

Now think about what you could save.
Over the next ten years, you could
spend over ten thousand dollars on
prescriptions, refills, cleaners, cases
and solutions.

GRAPHIC:

ANNOUNCER

But LasikPlus offers you state-of-the-
art technology, experience and superior
care...and your procedure will be
performed by a highly-trained Master
Lasik surgeon... all for up to 80% less
than what you'd spend on glasses and
contacts, and up to 50% less than other
Laser Vision Correction providers!

VERSION #1 ENDING

0% FINANCING

ANNOUNCER

And here's another plus: we offer 0% financing, and absolutely no deposit is required.

DISSOLVE BACK TO MAIN PRICE POINT/OFFER CONFIGURATION SUPERS ON CTA PLATE. CONTINUE TO END.

ANNOUNCER

Find out if laser vision correction is right for you. Call 1-800-123-4567 today to schedule your free consultation. That's 1-800-123-4567. There's no obligation. Set your sights on a lifetime of better vision. Call now!

End

VERSION #2 ENDING

500 CALLERS

ANNOUNCER

Absolutely no deposit is required. And if you're one of our first 500 callers, you can automatically qualify for 0% financing, so call now!

DISSOLVE BACK TO MAIN PRICE POINT/OFFER CONFIGURATION SUPERS ON CTA PLATE. CONTINUE TO END.

ANNOUNCER

Find out if laser vision correction is right for you. Call 1-800-123-4567 today to schedule your free consultation. That's 1-800-123-4567. There's no obligation. Set your sights

s-Dispatch

LasikPlus
VISION CENTER

**NOW
OPEN IN
RICHMOND!**

20/20 Vision*
for \$649! per eye

*Richmond
Print*

**Now you can afford
to get rid of your
glasses and
contacts for life!**

*Insertion Dates:
7/28, 7/29, 8/5
2001*

So many former eyeglass and contact lens wearers are celebrating the fact that Laser Vision Correction has improved their lives and released them from the on-going hassle and expense of glasses and contacts. The only thing that has deterred others from having the procedure is the cost.

Next
500
Patients
\$649*
per eye

Limited Time Offer

 **LasikPlus.**

Our Plusses Make All The Difference

LasikPlus® Vision Centers have helped thousands of people enjoy lens-free 20/20 vision* or better. Now you can enjoy the benefits of the most advanced technology combined with the expertise of America's leading Ophthalmologists for **thousands less than other leading providers.**

LasikPlus® is proud to be associated with Jason Kaplan, M.D.



A board-certified ophthalmologist, Dr. Kaplan has performed over 6,500 Lasik procedures.

Jason Kaplan, M.D.

Call Now to Schedule Your
FREE Vision Evaluation

1-888-529-2020

www.lasikplus.com

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10571 Telegraph Road
Suite 100 • Glen Allen
(Behind Virginia Center Commons)

LCAV B3 0065

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* of our patients now enjoy 20/20 vision. The majority achieve at least 20/40 vision. Results may vary by patient. Additional charge for severe nearsighted prescriptions, all farsighted prescriptions and for Bausch and Lomb Laser treatment. Price quoted is for VISION treatment only. Call for details. Price subject to change without notice.

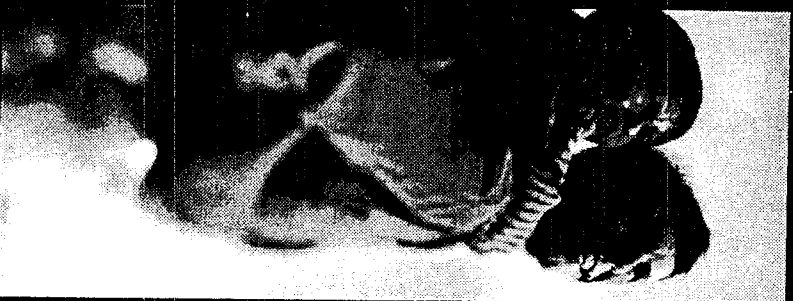
20120
Vision

for **\$649***

per eye

Limited Time Only!

Now you can
afford to get rid
of your corrective
lenses for life!



Free!
5 Minute
Vision
Evaluation

LasikPlus

— VISION  CENTER —



— Table Top

Exhibi

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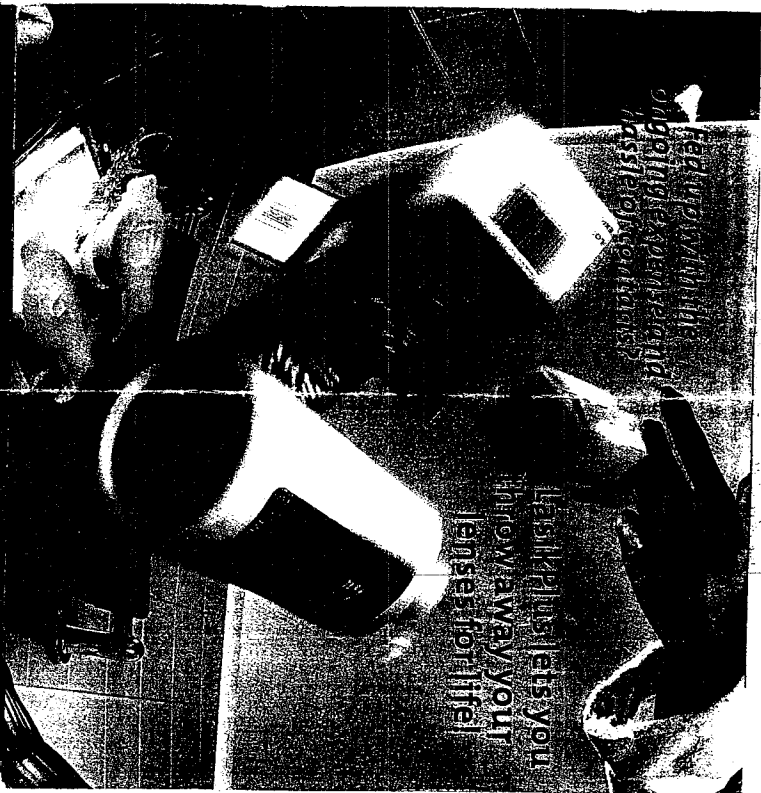
Blank header area with faint horizontal lines.

Main body of the page containing faint, illegible text and a vertical line on the right side.

First there was the miracle
of Laser Vision Correction,
now there's

LasikPlus

VISION CENTER



Feel you with it.
Feel you with it.
Feel you with it.

LasikPlus lets you
enjoy a WAY YOU
enjoy life!

+ **Lowest Price** **+**
Guarantee

We believe everyone should be able to
afford all the plusses of LasikPlus Laser
Vision Correction.

Exhibit D

featuring the Ultra 20/20 System

- Outstanding Doctors
- Advanced Technology
- Advanced Lasers
- Advanced Computerized Diagnostics and more!



price, anytime - absolutely guaranteed!

Call now for price information

1-888-529-2020



I am a
Lasik
major
20/20

With LasikPlus laser vision correction, you could
have a lifetime of better sight without lenses!

Call Now

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1-888-529-2020

www.lasikplus.com

to schedule your

**FREE VISION
EVALUATION!**



Present this
card to receive a
**FREE Informational
Lasik Vision Correction Video**
during your visit.

LasikPlus
VISION CENTER

You Deserve A Lifetime of Better Sight

LCAV B3 0186

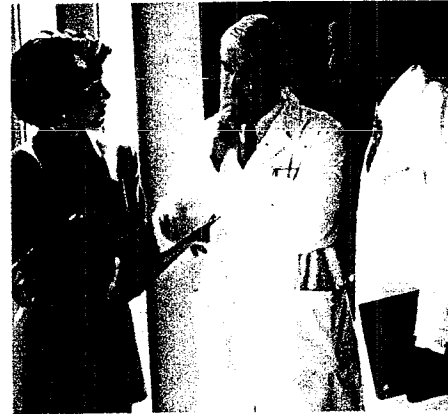


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Laser Vision Correction Myths Exposed

Leading Eye Doctors Deal With The Widespread Media Disinformation About Our Nation's Most Popular Elective Surgery.

The media have greatly exaggerated and in some cases, completely misrepresented the few problems that can occur with laser vision correction. As with any surgical procedure there are risks. But compared with those associated with contacts and glasses, they are minimal. That's why a panel of experienced eye doctors have felt it is necessary to deal with the myths that have been created by the media.



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Over 2 Million People Now Enjoy the Wonders of Excellent Vision Without the Use of Contacts or Glasses.

MYTH #1

Laser Vision Correction is Risky

FACTS: Risky? People who wear contact lenses face many more risks from infections or corneal damage. In fact, laser vision correction can eliminate risks often associated with wearing contacts or glasses.

Any problems that may have occurred have usually been the result of people being approved for the procedure when they shouldn't have been.

Reputable laser vision correction providers typically turn away about 20% of people who they evaluate because they are not ideal candidates.

when the treatment area does not cover the total area of the dilated pupil. This may create a starburst effect around lights at night. Those providers who offer a choice of the latest FDA approved laser technology can customize the treatment area to accommodate almost any pupil size. This virtually eliminates the risk of glare or haloing.

MYTH #3

Laser Vision Correction Can Cause Blindness

FACTS: Not true...laser vision correction uses a cool beam laser that does not harm tissue. On the other hand, broken lenses from glasses have caused blindness. Contacts have

also led to loss of sight from infections or corneal damage.

MYTH #4

The More You Pay, the Better the Treatment

FACTS: All laser vision providers have board certified doctors and are governed by the FDA so there is no good reason for inflated pricing. Yet many who charge thousands more, do not even offer a choice of advanced lasers (see glare and halos). In spite of their high prices, they are often unable to match the experience and results of doctors charging thousands less.

