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OFFICIAL TRANSCRIPT PROCEEDING
FEDERAL TRADE COMMISSION

MATTER NO. 0223145

TITLE ABTRONIC ELECTRONIC FITNESS SYSTEM

DATE RECORDED: JANUARY 23, 2002
TRANSCRIBED: FEBRUARY 14, 2002

PAGES 1 THROUGH 9

VIDEOTAPE
ABTRONIC FITNESS SYSTEM COMMERCIAL

FEDERAL TRADE COMMISSION

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VIDEOTAPE:

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ABTronic Fitness System

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FEDERAL TRADE COMMISSION

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In the Matter of:)
AbTronic Electronic Fitness System) Matter No. 0223145
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January 23, 2002

The following transcript was produced from a
live tape provided to For The Record, Inc. on February 8,
2002.

P R O C E E D I N G S

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ABTronic FITNESS SYSTEM COMMERCIAL**(Music playing.)**

MALE ANNOUNCER: No time to work out? Tired of all those ab products that force you onto the floor?

ON SCREEN: Large Red X on screen

MALE ANNOUNCER: Cheated by cheap imitators that don't last and don't work?

Now, with one touch of a button, you can get that six-pack you always wanted, guaranteed. Introducing the one and only original ABTronic Fitness System. Just put it on, power it up and watch your abs tighten, your love handles disappear and your buns and thighs firm up with no sweat.

ABTronic will work you out while watching television, shopping, working, walking, anyplace you want, any time you want.

ON SCREEN: Consult your physician before using this or any similar product.

MALE ANNOUNCER: Ten minutes on the ABTronic is the equivalent of 600 sit-ups. That's why we guarantee you'll lose two inches off your midsection in less than a month or your money back.

You can easily target all three abdominal

1 muscle groups. But that's not all. The ABTronic is also
2 great to work your thighs, buns, chest and arms. And
3 because there are no wires or pads, you can even wear
4 ABTronic under your clothes.

5 Don't be fooled by cheap imitators who don't
6 have the features and quality of the original ABTronic.
7 Other belts are bulky and don't fit on arms and thighs,
8 or they don't last and you have to buy again and again.

9 **ON SCREEN: Exclusive Silicone Compound**
10 **Lifetime Guarantee**

11 MALE ANNOUNCER: Look, only ABTronic has this
12 super-durable comfortable silicone center piece with a
13 lifetime warranty and fits around abs, arms and thighs.

14 **ON SCREEN: 60 Settings**

15 MALE ANNOUNCER: Only the ABTronic has 60
16 different settings and comes with this new exclusive
17 butterfly gel pad.

18 **ON SCREEN: New Massage Pad**

19 **ON SCREEN: 4 payments \$29.95**

20 **(plus S+H)**

21 **or CQ by phone**

22 **Best Quality -- The One and Only Original**

23 **ABTronic**

24 **1-800-851-7766**

25 MALE ANNOUNCER: For a limited time, the

1 original ABTronic is yours for only four easy payments of
2 \$29.95.

3 **ON SCREEN:**

4 - **Instruction Manual**

5 - **Weight-Loss Plan**

6 - **2nd Long Lasting Battery**

7 - **Extra Strength Slim Down Gel**

8 **Best Quality -- The One and Only Original**

9 **ABTronic**

10 **1-800-851-7766**

11 MALE ANNOUNCER: And that's not all. You'll
12 also get a detailed instruction manual, the exclusive
13 ABTronic Advanced Weight Loss book, a spare long-lasting
14 battery and the ABTronic slim down firming gel with extra
15 strength formula.

16 **ON SCREEN: Value \$40 FREE**

17 **Best Quality -- The One and Only Original**

18 **ABTronic**

19 **1-800-851-7766**

20 MALE ANNOUNCER: These extras are valued at
21 \$40, but they're yours free with the purchase of the
22 ABTronic Fitness System.

23 **ON SCREEN: FREE Travel Bag**

24 **Best Quality -- The One and Only Original**

25 **ABTronic**

1 **1-800-851-7766**

2 MALE ANNOUNCER: But wait, we'll also send you
3 for free this handsome traveling bag --

4 **ON SCREEN: FREE Leg Belt**

5 **Best Quality -- The One and Only Original**

6 **ABTronic**

7 **1-800-851-7766**

8 MALE ANNOUNCER: -- and a second shorter belt
9 perfect --

10 **ON SCREEN: Buns Thighs Arms**

11 **Best Quality -- The One and Only Original**

12 **ABTronic**

13 **1-800-851-7766**

14 MALE ANNOUNCER: -- for placing around your
15 thighs or arms.

16 **ON SCREEN: Exclusive Butterfly Pad**

17 **FREE (flashing)**

18 **Best Quality -- The One and Only Original**

19 **ABTronic**

20 **1-800-851-7766**

21 MALE ANNOUNCER: Call now and you'll also get
22 absolutely free this exclusive ABTronic butterfly pad
23 that converts your --

24 **ON SCREEN: Wireless Automatic Massager**

25 **FREE**

1 **Best Quality -- The One and Only Original**

2 **ABTronic**

3 **1-800-851-7766**

4 MALE ANNOUNCER: -- ABTronic to a wireless
5 automatic massage system, perfect for shoulders and back.

6 **ON SCREEN: LIFETIME GUARANTEE**

7 **On Center Piece**

8 **Best Quality -- The One and Only Original**

9 **ABTronic**

10 **1-800-851-7766**

11 MALE ANNOUNCER: You also get a lifetime
12 warranty on the German-designed belt --

13 **ON SCREEN: 30 day Money back**

14 **GUARANTEE**

15 **Best Quality -- The One and Only Original**

16 **ABTronic**

17 **1-800-851-7766**

18 MALE ANNOUNCER: -- an unconditional money back
19 guarantee --

20 **ON SCREEN: FREE just for trying the ABTronic**

21 **Best Quality -- The One and Only Original**

22 **ABTronic**

23 **1-800-851-7766**

24 MALE ANNOUNCER: -- and you can keep the
25 firming gel and weight loss guide as our free gift.

1 **ON SCREEN: 4 payments \$29.95**
2 **(plus S+H)**
3 **or CQ by phone**
4 **Best Quality -- The One and Only Original**
5 **ABTronic**
6 **1-800-851-7766**
7 **MALE ANNOUNCER: There is only one original**
8 **ABTronic, so call now.**
9 **To order call 1-800-851-7766.**
10 **(The commercial was concluded.)**

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

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MATTER NUMBER: 0223145
CASE TITLE: ABTRONIC ELECTRONIC FITNESS SYSTEM
TAPING DATE: JANUARY 23, 2002
TRANSCRIPTION DATE: FEBRUARY 14, 2002

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: FEBRUARY 14, 2002

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