

FEDERAL TRADE COMMISSION

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VIDEOTAPE:

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Abtronic Fitness System

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In the Matter of:)
AbTronic Electronic Fitness System) Matter No. 0223145
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April 30, 2001

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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3 **ON SCREEN:** The following is a paid commercial
4 for the ABTronic Fitness System, brought to you by
5 **ABTronic.**

6 MALE ANNOUNCER: -- commercial for the ABTronic
7 Fitness System, brought to you by ABTronic.

8 **(Music playing.)**

9 MALE ANNOUNCER: What would you do to flatten
10 your stomach once and for all?

11 **ON SCREEN:** Large Red X on screen

12 MALE ANNOUNCER: Tired of all those ab products
13 that force you onto the floor and hurt your back, yet
14 show no results. We've got amazing news for you.

15 JAIME: Oh, wow.

16 RICK: Oh, wow. Oh, my.

17 BETH: It feels like it's really working my
18 abs. It really does. And I don't have to strain.

19 MALE ANNOUNCER: Introducing the revolutionary
20 ABTronic Fitness System. In the next half hour, you'll
21 see how this new technology does all the work for you.
22 You'll just sit and relax and watch your abs tighten,
23 your love handles disappear and your thighs and buns firm
24 up with no sweat. You'll see how the ABTronic System
25 gives you the results of 600 sit-ups in just 10 minutes

1 without any effort. It's like our engineers shrunk half
2 a gym of bulky expensive exercise equipment into a little
3 electronic miracle the size of a pack of matches.

4 Get ready to discover the secret of
5 professional trainers, champion bodybuilders and
6 astronauts with the ABTronic Fitness System.

7 **ON SCREEN: ABTronic**

8 **The Future of Fitness**

9 **ON SCREEN: Julie Shipley Todd Jensen**

10 TODD JENSEN: Hello, my name is Todd Jensen and
11 this is the beautiful Julie Shipley who placed third in
12 the Fitness America Nationals the past two years running.
13 And this is the ABTronic Fitness System. You just place
14 it around your stomach, turn it on and get ready for the
15 greatest set of abs that you're ever going to see with no
16 sweat.

17 JULIE SHIPLEY: And you can feel it working
18 immediately.

19 TODD JENSEN: I mean, wow, look at that. I can
20 see her stomach muscles contracting. That looks pretty
21 cool.

22 JULIE SHIPLEY: It feels pretty cool, too.
23 It's like doing the equivalent of 600 sit-ups in 10
24 minutes.

25 TODD JENSEN: Whoo, that's a lot of sit-ups.

1 It's the most advanced electronic workout that you can
2 get. You stay passive and the ABTronic does all the work
3 for you.

4 **ON SCREEN: Steve McKiernan**

5 **Internet Co., President**

6 STEVEN MCKIERNAN: While wearing the ABTronic,
7 you know what's happening. You can feel the
8 contractions, you can feel the energy, you can feel the
9 intensity going on in your abdominal muscles. It's
10 crystal clear that there's something healthy going on in
11 your body when you're wearing the ABTronic.

12 **ON SCREEN: Sandra Lopez**

13 **Certified Fitness Trainer**

14 SANDRA LOPEZ: When I looked at the ABTronic
15 System I thought, gosh, is this going to give me a good
16 workout. And then, as soon as I tried it, it was
17 awesome. It was just -- it gave me a great workout. I
18 saw muscles that I never knew I even had and I just love
19 it. It's great.

20 **ON SCREEN: Jennifer Knisley**

21 **Real Estate Specialist**

22 JENNIFER KNISLEY: When I first put the
23 ABTronic belt on, I was really surprised to be able to
24 see my muscles actually moving and contracting. It was a
25 neat sensation because I knew my muscles were really

1 working. When I first took it off, I was also surprised
2 because my muscles were tired, which let me know that,
3 indeed, they had worked.

4 TODD JENSEN: It's absolutely great for people
5 who want to lose inches and weight around the midsection.
6 In a matter of days, you're going to see how ABTronic
7 firms and tightens your muscles and makes your stomach
8 flatter.

9 **ON SCREEN: Anita Vaccaro**

10 **Hotel Beverage Dept.**

11 **Lost 3 inches Before & After photos**

12 ANITA VACCARO: After three weeks of using the
13 ABTronic System, I noticed fantastic results. I have
14 lost three inches in my waist and two inches in my hip
15 area and I was just very happy with it.

16 **ON SCREEN: Lisa Lundy**

17 **Real Estate Sales**

18 **Lost 5 inches Before & After photos**

19 **Results vary based on use and muscle response**

20 LISA LUNDY: I got into a car accident about
21 three months ago and was unable to go work out at the
22 gym. Since then, I have found the ABTronic System. I've
23 used the ABTronic System now for about two and a half
24 months. I've lost five inches on my waist and another
25 three inches on my hips.

1 JULIE SHIPLEY: ABTronic is really safe and
2 easy to use. You apply a little ABTronic gel on the
3 back, wrap the belt around your stomach and turn it on.
4 Wow, you can feel your muscles contract.

5 TODD JENSEN: You see, the ABTronic has a
6 built-in microchip that gives you not one, not two, but
7 six different electronic workout modes --

8 **ON SCREEN: 6 different programs**
9 **10 levels of intensity**

10 TODD JENSEN: -- from short staccato muscle
11 contractions to long deep contractions, to random
12 mixtures of shorts and longs, whatever fits your needs.

13 JULIE SHIPLEY: You increase the intensity by
14 pushing this button or you decrease it by pushing this
15 one. There are 10 levels of intensity, from a mild
16 massage to an intense workout, and they couldn't have
17 made it any simpler.

18 TODD JENSEN: And it automatically turns off
19 after 10 minutes, so you don't need to look at the clock
20 while ABTronic is working you out. Now, notice, I said
21 it's working you out. It does all the work.

22 **ON SCREEN: Leah Martinez**
23 **Makeup Artist**

24 LEAH MARTINEZ: When I used the ABTronic
25 System, I felt like I didn't have to do anything at all.

1 It did all the work for me and I feel like all my muscles
2 are working all at the same time. It just felt so good.

3 JULIE SHIPLEY: And there's no need to buy
4 expensive exercise equipment or drive to the gym every
5 day.

6 TODD JENSEN: You can go about your normal
7 business while ABTronic slims, trims and firms your upper
8 abs, your lower abs and/or your love handles with no
9 sweat.

10 **ON SCREEN: Dawn Hathaway**
11 **VP, Executive Staffing Firm**

12 DAWN HATHAWAY: I'm always in a hurry for time
13 and I think another favorite thing of mine with the
14 ABTronic System is that I could cut my workout short. I
15 was accustomed to doing my cardio workout and then taking
16 the extra time to do the abdominal machine or doing some
17 crunches, and the pleasure of this product is that the
18 ABTronic System did that work for me, so I could actually
19 go about, you know, doing my other daily duties or
20 leaving the gym or whatever I needed to be doing and it
21 would be working for me instead of me having to take that
22 time to work out.

23 **ON SCREEN: Animation of ABTronic machine**
24 **working on muscle**

25 TODD JENSEN: ABTronic works by little

1 electronic impulses that send a signal through the skin
2 to the motor point of the muscle, triggering the muscle
3 to contract. So, there's no more guessing at how to do a
4 proper crunch. ABTronic does it for you the correct way
5 every time.

6 **ON SCREEN: Alice Melesio-Incle**
7 **Certified Fitness Trainer**

8 ALICE MELESIO-INCLE: As a personal trainer, I
9 teach my clients to be able to contract their muscles --
10 the abdominal muscles and do crunches properly, but when
11 they go home, they don't remember how to be able to do
12 the proper contraction to make the exercise work for
13 them.

14 What I found with the ABTronic System is that
15 it's a no-brainer.

16 **ON SCREEN: It does the work for you**
17 **Results vary based on use and muscle response**

18 ALICE MELESIO-INCLE: You -- all you do is put
19 on the belt and you don't have to think contracting your
20 abdominals. It does it all for you.

21 JULIE SHIPLEY: ABTronic will tone and firm
22 those muscles around your stomach in no time. Soon, you
23 will have results you only dream about.

24 TODD JENSEN: You are going to have abs that
25 you won't believe.

1 JULIE SHIPLEY: And, ladies, listen to this.
2 ABTronic can even get rid of that cellulite and
3 flabbiness around your thighs and you can also use it on
4 your chest.

5 TODD JENSEN: Dr. Julio Garcia has been a
6 practicing cosmetic plastic surgeon in Las Vegas for 13
7 years and is highly respected among his peers. In fact,
8 it was Dr. Garcia who was asked to sew boxer Evander
9 Holyfield's ear back on after Mike Tyson had it for
10 dinner in their title fight.

11 Dr. Garcia knows how important it is for people
12 to feel and look their best.

13 **ON SCREEN: Dr. Julio Garcia**
14 **Board Certified Plastic Surgeon**

15 DR. JULIO GARCIA: Many people can go on a very
16 strict diet regimen and lose a lot of body fat, yet the
17 muscle tone underneath shows no definitions. We've all
18 gone to the beach, seen young women and men with those
19 six-pack type of washboard abs. They're really very sexy
20 and people really want those.

21 Well, you can lose all the weight in the world
22 that you want, but unless you have good muscle tone
23 underneath, you're not going to have a washboard abdomen.

24 **ON SCREEN: Animation of ABTronic machine**
25 **working on muscle**

1 DR. JULIO GARCIA: So, with systems like the
2 ABTronic where we can stimulate these muscles and you do
3 both things, both the system of losing some weight,
4 losing those inches, and then firming and toning the
5 muscles underneath, that muscle definition will,
6 therefore, show through much better and give you a better
7 cosmetic improvement.

8 JULIE SHIPLEY: You only need to use the
9 ABTronic Fitness System for 10 minutes two to three times
10 a day to put yourself in bathing suit shape. Remember,
11 10 minutes with the ABTronic and you're doing 600 sit-
12 ups.

13 **ON SCREEN: 10 minutes = 600 situps**

14 JULIE SHIPLEY: Obviously, the more you use it,
15 the better and quicker the result.

16 Todd, when was the last time you did 600 sit-
17 ups? Never?

18 TODD JENSEN: You know, Julie, the abs are my
19 toughest area to keep fit and I hate getting on the
20 ground doing sit-ups or using those rolling ab machines.
21 But with the ABTronic Fitness System, no sweat. I can
22 use it sitting in front of the television, walking the
23 dog, at work, shopping, traveling, anywhere anytime.

24 JULIE SHIPLEY: And no one will know you're
25 wearing it.

1 **ON SCREEN: Jennifer Knisley**

2 **Real Estate Specialist**

3 JENNIFER KNISLEY: I mainly use the ABTronic
4 System at home. And what I liked best is in the morning,
5 I could change my baby's diapers, I could fix breakfast
6 for both of my children, throw in a load of laundry,
7 unload the dishwasher, all my typical morning mundane
8 chores, and at the same time, my ab muscles were working
9 and getting a very good workout and I didn't have to find
10 the time to actually lay down and do sit-ups or anything
11 of that nature.

12 **ON SCREEN: Dawn Hathaway**

13 **VP, Executive Staffing Firm**

14 DAWN HATHAWAY: I think my favorite thing about
15 the ABTronic System is that it was so portable and easy
16 to use.

17 **ON SCREEN: Portable**

18 **Easy to use**

19 DAWN HATHAWAY: I'm on the go a lot, I travel
20 quite a bit, and it's easily put into a suitcase or put
21 into a handbag so that I didn't feel I was missing out on
22 a workout if I had to be away from home or away from the
23 gym.

24 TODD JENSEN: It doesn't matter whether you're
25 tall or short, big or small --

1 **ON SCREEN: Do not use during pregnancy or with**
2 **a pacemaker, cardiac condition, epilepsy, multiple**
3 **sclerosis**

4 TODD JENSEN: -- here's your opportunity to put
5 your workout on auto pilot and get those abs strong, firm
6 and toned with no sweat with the ABTronic Fitness System.

7 **ON SCREEN: This is a paid presentation for the**
8 **ABTronic Fitness System**

9 TODD JENSEN: And here's how to order.

10 MALE ANNOUNCER: No time to work out? Fed up
11 with all those exercise videos that become repetitive?

12 **ON SCREEN: Large Red X on screen**

13 MALE ANNOUNCER: Tired of all those ab products
14 that force you onto the floor?

15 Now, here's the easiest way to get your body in
16 the shape you want it. The future of fitness is finally
17 here. Introducing the amazing ABTronic Fitness System.
18 Get ready to firm, tone and tighten your upper abs, lower
19 abs and love handles with no sweat. ABTronic is the
20 electronic dream machine that will show you immediate
21 improvement without strenuous time-consuming workouts.
22 You'll develop that six-pack you've always wanted in the
23 easiest way imaginable.

24 ABTronic is very safe and simple to use. You
25 control the 10 intensity levels and you have a choice of

1 six different exercise programs to choose from. Then,
2 amazingly, watch as your ab muscles contract as if you're
3 doing a sit-up. That's right. Your muscles are moving
4 but you are not. ABTronic will work you out while
5 watching television, shopping, working, walking, any
6 place you want, any time you want. Ten minutes on the
7 ABTronic is the equivalent of 600 sit-ups. That's why we
8 guarantee you'll lose two inches off your midsection in
9 less than a month or your money back.

10 You can also target your arms, chest, buns or
11 thighs. And because there are no wires or pads, you can
12 even wear ABTronic under your clothes and no one will
13 know it's there but you.

14 **ON SCREEN: Not available in stores**
15 **The future of fitness with no sweat**
16 **1-800-210-5588**

17 MALE ANNOUNCER: ABTronic is not available in
18 stores. This special TV offer is the only place you can
19 get it. So, pick up the phone and call the number on
20 your screen.

21 **ON SCREEN: \$600 (crossed out with red x)**
22 **The future of fitness with no sweat**
23 **1-800-210-5588**

24 MALE ANNOUNCER: Other electronic machines sell
25 for as much as \$600. But ABTronic is available to you

1 right now for five payments of \$29.95.

2 **ON SCREEN: 5 payments \$29.95**

3 **(plus S+H)**

4 **The future of fitness with no sweat**

5 **1-800-210-5588**

6 MALE ANNOUNCER: But hold on, for a limited
7 time, you can purchase ABTronic for only four easy
8 payments of \$29.95.

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

10 **(plus S+H)**

11 **The future of fitness with no sweat**

12 **1-800-210-5588**

13 MALE ANNOUNCER: That's one full payment off
14 the normal price.

15 **ON SCREEN:**

16 **- Instruction manual**

17 **- Weight-Loss plan**

18 **- 2nd battery**

19 **- Slim Down Firming Gel**

20 **The future of fitness with no sweat**

21 **1-800-210-5588**

22 MALE ANNOUNCER: And that's not all. You'll
23 also get an easy to read instruction manual, the
24 exclusive ABTronic Advanced Weight Loss booklet, a spare
25 battery and a special ABTronic slim down firming gel to

1 give you maximum results quickly.

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

3 **The future of fitness with no sweat**

4 **1-800-210-5588**

5 MALE ANNOUNCER: These extras are valued at
6 \$40, but they're yours free with the purchase of the
7 ABTronic Fitness System.

8 **ON SCREEN: Value \$20 FREE**

9 **The future of fitness with no sweat**

10 **1-800-210-5588**

11 MALE ANNOUNCER: But wait, if you call within
12 the next 29 minutes, we'll also send you this handsome
13 traveling bag, valued at \$20 --

14 **ON SCREEN: Ideal for travel**

15 **The future of fitness with no sweat**

16 **1-800-210-5588**

17 MALE ANNOUNCER: -- so you can carry your
18 ABTronic Fitness System anywhere you want.

19 **ON SCREEN: Buns Thighs Arms**

20 **The future of fitness with no sweat**

21 **1-800-210-5588**

22 MALE ANNOUNCER: And there's more, for a
23 limited time, you'll also receive a second shorter belt
24 perfect for placing around your thighs or arms.

25

1 astronauts and physical therapists have used it. Now
2 it's your turn. Put your workout on auto pilot, the
3 amazing ABTronic Fitness System. Call now.

4 TODD JENSEN: Exercise using electronic impulse
5 has been scientifically tested for years, mostly by
6 astronauts, sports doctors and pro athletes. But until
7 now you had to attach wires to the muscles on the body
8 part you wanted to work and things could get pretty
9 tangled up.

10 JULIE SHIPLEY: With the ABTronic Fitness
11 System, you can't get any easier. This is wireless.
12 It's all self-contained in one compact portable unit. I
13 just put a little ABTronic gel on the back of the belt,
14 attach it around my stomach and press the button. Whoa.
15 You can feel it working and you're not even sweating.

16 **ON SCREEN: Dawn Hathaway**
17 **VP, Executive Staffing Firm**

18 DAWN HATHAWAY: The first time I put the
19 ABTronic System on I expected maybe a slight little
20 vibration or a little bit of something going on there.
21 When I actually tried it, I was amazed at how powerful it
22 was. I could really feel it working and how deep it was
23 going into my abs.

24 TODD JENSEN: They say big things come in small
25 packages and that can certainly be said with the ABTronic

1 Fitness System. Don't let its size fool you. In the
2 world of electronics and computer chips, small is better
3 and more valuable.

4 Because of its quality engineering, this little
5 miracle is comparable to a gym full of exercise
6 equipment. There's nothing like it. You have to
7 experience it for yourself.

8 JULIE SHIPLEY: You can set it for short
9 staccato contractions or longer deeper muscle
10 contractions. Remember, it has six different workout
11 programs and ten intensity levels.

12 TODD JENSEN: I like the short, quick
13 contraction that duplicates a sit-up. You stay with this
14 for 10 minutes and it's comparable to doing 600 sit-ups
15 at a time. And you do that enough times, and you're
16 going to have that six-pack of abs sooner than you think.

17 **ON SCREEN: K.T. Roberge**

18 **Homemaker**

19 **Results based on use and muscle response**

20 K.T. ROBERGE: When I first started using
21 the ABTronic System, I was skeptical at first, thinking
22 it's just too easy, strapping it on, nothing to plug
23 in, and it just contracts your muscles. But for three
24 weeks, I have used it now and I've lost two inches in my
25 waist.

1 **ON SCREEN: Sandie Heitman**

2 **Medical Practice Manager**

3 SANDIE HEITMAN: I have purchased other
4 abdominal equipment on the television before, and when
5 I've got them home and tried them, it's not as easy as
6 they say it is. It hurts your back and it's quite
7 painful. So, when I ordered the ABTronic System, I find
8 that it's more comfortable and it actually does what they
9 say, and it tones your muscles.

10 TODD JENSEN: Bodybuilders and professional
11 athletes use random programs so their muscles won't
12 become resistant to repetitive exercise. In fact,
13 we asked champion bodybuilder, Idrise Ward-El, to test
14 the ABTronic Fitness System in preparation for
15 competition.

16 **ON SCREEN: Idrise Ward-El**

17 **Professional Bodybuilder**

18 IDRISE WARD-EL: When I first used the ABTronic
19 System, it looked small and I didn't have any idea what
20 it would feel like. When I did use it, I had a very
21 strong contraction, a lot stronger than doing sit-ups.
22 Even after 100 sit-ups, you don't get the kind of
23 contraction you get here, because normally, when doing
24 sit-ups you get tired first. Then it starts to work.

25 Doing the first ABTronic Systems, the first

1 contraction feels like you've done already 100, 150 sit-
2 ups. Most people do sit-ups incorrectly. They do
3 crunches incorrectly. And some people are physically
4 unable to do crunches or sit-ups. So, the ABTronic
5 System will help all those individuals. They don't have
6 to worry about whether or not they're holding behind
7 their neck, they're messing with their spinal cord, and
8 those who physically can't do them don't have to worry
9 about that as well.

10 **ON SCREEN: Comparison of the Effects of**
11 **Electrical Stimulation & Exercise on Abdominal**
12 **Musculature**

13 (Univ. of Maryland)

14 Reprint of Journal Ortho. Sports Phys. Ther,
15 (one line illegible)

16 **Confidential**

17 JULIE SHIPLEY: Seven doctors from the
18 University of Maryland did a four-week study on abdominal
19 strength of 31 healthy volunteers.

20 **ON SCREEN: Bar graph**

21 **Electronic Stimulation plus Exercise**

22 **47%**

23 TODD JENSEN: That study shows that exercise
24 combined with electronic muscle stimulation increased the
25 subject's strength by 47 percent.

1 **ON SCREEN: Bar graph**
2 **41% increase only 6% increase**
3 **Electronic stimulation Exercise Alone**

4 TODD JENSEN: Electronic stimulation, by
5 itself, with no additional exercise, increased abdominal
6 muscle strength by 41 percent. Exercise alone only
7 accounted for a 6 percent increase.

8 JULIE SHIPLEY: Their conclusion was that
9 electronic stimulation was much better than exercise
10 alone. That proves that you get better results by use of
11 the ABTronic Fitness System whether you use it as a
12 supplement to your normal workout or just by itself.

13 **ON SCREEN: Dr. Julio Garcia**
14 **Board Certified Plastic Surgeon**

15 DR. JULIO GARCIA: Well, as a physician, what
16 we all know is if we all want to maintain our muscle mass
17 in order to stay healthy, especially in advanced age, the
18 more muscle mass you have, the healthier you're going to
19 be and that's something we all are concerned about,
20 especially men and women as we get older.

21 Now, the nice thing about the ABTronic System
22 is you don't have to go to a gymnasium where you have to
23 do weight lifting exercises, where we may have some other
24 medical problems that would prevent you from doing that,
25 whether it's high blood pressure or bad joints. The

1 ABTronic causes a firm contraction of the muscle
2 stimulating that muscle whether you want to or not, it's
3 going to contract, we're going to get that muscle tone
4 and maintain that muscle mass so you maintain that and
5 you're healthier and look better for the rest of your
6 life.

7 **ON SCREEN: Idrise Ward-El**

8 **Professional Bodybuilder**

9 IDRISE WARD-EL: Using the ABTronic System is a
10 lot safer than using any -- any other ab or crunch
11 mechanism. Most abdominal systems, as far as when you
12 roll out with the roller or you do crunches or you do
13 sit-ups, they all compromise the spinal cord. Sometimes
14 they compromise the shoulder girdle. And the ABTronic
15 System has nothing to do with compromising any part of
16 your physical body.

17 **ON SCREEN: Dana Washington**

18 **Event Planner**

19 **Results vary based on use and muscle response**

20 DANA WASHINGTON: Usually when I go to the gym,
21 I do stomach exercises on the floor, and when I'm on the
22 floor, it's always hurting my lower back or just -- it's
23 uncomfortable. And when I'm using the ABTronic Fitness
24 System, I can be in any position I want to be in.

25 **ON SCREEN: ABTronic vs. Ab Machine Comparison**

1 cool. I want to get one of these.

2 **ON SCREEN: Matt**

3 **New York**

4 MATT: It feels like little hands punching my
5 abdomen. But it -- it's -- I can feel it tightening up
6 in here and in here.

7 **ON SCREEN: Rick**

8 **Los Angeles**

9 RICK: It's tightening -- tightening my abs.
10 So -- and I'm not doing anything.

11 **ON SCREEN: Carmen**

12 **New York**

13 CARMEN: Basically, I feel the same tension I
14 feel in my abdominal muscles by doing the same sit-ups I
15 do without the effort.

16 **ON SCREEN: Roxanne**

17 **Las Vegas**

18 ROXANNE: You could definitely sit at home and
19 watch TV and do this and not break a sweat.

20 **ON SCREEN: Rick**

21 **Los Angeles**

22 RICK: This is perfect for me, somebody who
23 doesn't want to work out and get it the easy way.

24 **ON SCREEN: Aquila**

25 **Bronx, NY**

1 AQUILA: I'm a teacher in New York and I can
2 grab this while I'm working and the kids will never know.

3 **ON SCREEN: Carmen**

4 **New York**

5 CARMEN: I got some friends with some beer
6 bellies, they never want to exercise, this is the trick
7 for them.

8 **ON SCREEN: Carlos**

9 **Plano, TX**

10 **This is a paid presentation for the ABTronic**
11 **Fitness System**

12 CARLOS: Abs are probably one of my
13 frustrations because I -- you do enough sit-ups, but you
14 just don't get the results and then you just stop. This
15 is pretty amazing.

16 MALE ANNOUNCER: No time to work out? Fed up
17 with all those exercise videos that become repetitive?

18 **ON SCREEN: Large Red X on screen**

19 MALE ANNOUNCER: Tired of all those ab products
20 that force you onto the floor?

21 Now, here's the easiest way to get your body in
22 the shape you want it. The future of fitness is finally
23 here. Introducing the amazing ABTronic Fitness System.
24 Get ready to firm, tone and tighten your upper abs, lower
25 abs and love handles with no sweat. ABTronic is the

1 electronic dream machine that will show you immediate
2 improvement without strenuous time-consuming workouts.
3 You'll develop that six-pack you've always wanted in the
4 easiest way imaginable.

5 ABTronic is very safe and simple to use. You
6 control the 10 intensity levels and you have a choice of
7 six different exercise programs to choose from. Then,
8 amazingly, watch as your ab muscles contract as if you're
9 doing a sit-up. That's right. Your muscles are moving
10 but you are not. ABTronic will work you out while
11 watching television, shopping, working, walking, any
12 place you want, any time you want. Ten minutes on the
13 ABTronic is the equivalent of 600 sit-ups. That's why we
14 guarantee you'll lose two inches off your midsection in
15 less than a month or your money back.

16 You can also target your arms, chest, buns or
17 thighs. And because there are no wires or pads, you can
18 even wear ABTronic under your clothes and no one will
19 know it's there but you.

20 **ON SCREEN: Not available in stores**

21 **The future of fitness with no sweat**

22 **1-800-210-5588**

23 MALE ANNOUNCER: ABTronic is not available in
24 stores. This special TV offer is the only place you can
25 get it. So, pick up the phone and call the number on

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

1 your screen.

2 **ON SCREEN: \$600 (crossed out with red x)**

3 **The future of fitness with no sweat**

4 **1-800-210-5588**

5 MALE ANNOUNCER: Other electronic machines sell
6 for as much as \$600. But ABTronic is available to you
7 right now for five payments of \$29.95.

8 **ON SCREEN: 5 payments \$29.95**

9 **(plus S+H)**

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13 time, you can purchase ABTronic for only four easy
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15 **ON SCREEN: 4 payments \$29.95**

16 **(plus S+H)**

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18 **1-800-210-5588**

19 MALE ANNOUNCER: That's one full payment off
20 the normal price.

21 **ON SCREEN:**

22 **- Instruction manual**

23 **- Weight-Loss plan**

24 **- 2nd battery**

25 **- Slim Down Firming Gel**

1 **The future of fitness with no sweat**

2 **1-800-210-5588**

3 MALE ANNOUNCER: And that's not all. You'll
4 also get an easy to read instruction manual, the
5 exclusive ABTronic Advanced Weight Loss booklet, a spare
6 battery and a special ABTronic slim down firming gel to
7 give you maximum results quickly.

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

9 **The future of fitness with no sweat**

10 **1-800-210-5588**

11 MALE ANNOUNCER: These extras are valued at
12 \$40, but they're yours free with the purchase of the
13 ABTronic Fitness System.

14 **ON SCREEN: Value \$20 FREE**

15 **The future of fitness with no sweat**

16 **1-800-210-5588**

17 MALE ANNOUNCER: But wait, if you call within
18 the next 29 minutes, we'll also send you this handsome
19 traveling bag, valued at \$20 --

20 **ON SCREEN: Ideal for travel**

21 **The future of fitness with no sweat**

22 **1-800-210-5588**

23 MALE ANNOUNCER: -- so you can carry your
24 ABTronic Fitness System anywhere you want.

25 **ON SCREEN: Buns Thighs Arms**

1 **The future of fitness with no sweat**

2 **1-800-210-5588**

3 MALE ANNOUNCER: So, call the number on your
4 screen and get ready to tighten your abs like you've
5 never seen them before. Professional athletes,
6 astronauts and physical therapists have used it. Now
7 it's your turn. Put your workout on auto pilot, the
8 amazing ABTronic Fitness System. Call now.

9 JULIE SHIPLEY: Many people blame their
10 shapeless waistline on excessive weight.

11 TODD JENSEN: When the real culprit is a lack
12 of muscle tone.

13 JULIE SHIPLEY: Poor muscle tone allows the
14 waistline to bulge outwards and droop down into the
15 pelvic girdle.

16 TODD JENSEN: But with regular use of the
17 ABTronic Fitness System, you can pull that body back into
18 shape with no sweat.

19 JULIE SHIPLEY: And firm up flabbiness and
20 tighten up unsightly bulges.

21 **ON SCREEN: Alice Roussos**

22 **Interior Designer**

23 **Lost 2 inches Before & After photos**

24 ALICE ROUSSOS: What I noticed most after using
25 the ABTronic System was a clearer definition in the

1 muscle tone. The muscles show much better, and after
2 only three weeks, I've lost two inches already.

3 **ON SCREEN: John Trad**

4 **Sales Manager**

5 **Results vary based on use and muscle response**

6 JOHN TRAD: Well, I've been using the ABTronic
7 System for three weeks. I've lost three inches in my
8 waist. I feel great. I don't have love handles like I
9 did before and I enjoy it.

10 **ON SCREEN: Dr. Ann Lewis**

11 **Oral Surgeon**

12 **Before & After photos**

13 DR. ANN LEWIS: After using the ABTronic System
14 for about two months, I noticed that my abdominals were
15 more cut. They have more definition, which is what I was
16 looking for.

17 **ON SCREEN: Charles Magruder**

18 **Stock Broker**

19 **Lost 3 inches Before & After photos**

20 CHARLES MAGRUDER: I concentrated the ABTronic
21 System on my stomach and after about two and a half
22 months, I noticed about a three-inch reduction in my
23 waistline. It was very noticeable.

24 **ON SCREEN: Kathy Horn**

25 **Tanning Salon Owner**

1 **Before & After photos**

2 KATHY HORN: After using the ABTronic System,
3 I've lost three inches on my waist in the matter of two
4 weeks and my abdominals look so much better. I can wear
5 lower pants, which I usually have a problem wearing pants
6 like that after having a child, and it's worked wonders.

7 **ON SCREEN: Animation**

8 **#1 Karate Chop**

9 **#2 Tap Massage**

10 **#3 General Exercise**

11 **#4 Crunch Craze**

12 **#5 Iron Man**

13 **#6 Fat Blaster Cellulite**

14 TODD JENSEN: ABTronic gives you a choice of
15 six different training modes, the karate chop mode, the
16 tap massage mode or what I like to call the woodpecker
17 mode, the general exercise mode, the crunch craze
18 program, the advanced iron man program, and the fat
19 blaster cellulite mode.

20 The karate chop and woodpecker modes are the
21 best for ab work because of the steady contractions,
22 comparable to doing 600 sit-ups in 10 minutes. But
23 remember, the ABTronic is doing all the work for you.

24 **ON SCREEN: Sandra Lopez**

25 **Certified Fitness Trainer**

1 SANDRA LOPEZ: When using the ABTronic System,
2 I preferred the karate chop and the iron man. I usually
3 like to put them on an intermediate to high level because
4 it -- you really feel it -- I really feel it working that
5 way. It just -- it feels like a deep tissue massage or
6 something. It just like really gets deep into the muscle
7 and it's great, I love it. It works.

8 JULIE SHIPLEY: The random modes give you an
9 overall workout. You never know what's coming. These
10 are used by sports trainers, fitness competitors, martial
11 artists and pro athletes. I also use the cellulite
12 buster on the back of my legs. It's a low intensity mode
13 that's continuously on and it works wonders.

14 **ON SCREEN: Marilyn Jones**
15 **Stuntwoman**

16 MARILYN JONES: Besides using it on my abs,
17 I've also put it on my thighs and the ABTronic System is
18 fantastic for the thighs. It really gives you a
19 fantastic workout, better than anything. In fact, it's
20 better than squats and leg lifts.

21 TODD JENSEN: Whether you prefer a lighter
22 massaging motion, a quick impulsive powerful workout or
23 the advanced iron man program that gives you a more
24 extensive workout, we promise that you'll find a level on
25 the ABTronic Fitness System that will work any and all of

1 your problem areas, and with absolutely no sweat. That's
2 guaranteed.

3 You've just got to try it to see what we're so
4 excited about.

5 **ON SCREEN: Jay Horn**

6 **Police Officer**

7 JAY HORN: I've had a bad problem with this --
8 love handles on the side. Everybody has them, I think.
9 And using the ABTronic System has really taken off inches
10 off my sides, and even my wife has seen it and noticed
11 it, and I like that.

12 **ON SCREEN: Dawn Hathaway**

13 **VP, Executive Staffing Firm**

14 DAWN HATHAWAY: I've done crunches after
15 workout both on the floor and with abdominal machines and
16 neither one is very comfortable, to be frank.

17 **ON SCREEN: comfortable**

18 **saves time**

19 DAWN HATHAWAY: The ABTronic System was a
20 pleasure in that you could have the belt on and not be
21 lying on the ground and people aren't looking at you and
22 stepping over you and it, besides saving time, just was a
23 real pleasure to use.

24 JULIE SHIPLEY: And remember, you can wear
25 ABTronic walking, at work, traveling, shopping, watching

1 television, surfing the Internet, anywhere, any time.

2 TODD JENSEN: No one will even know you're
3 wearing it. It fits right under your clothes.

4 **ON SCREEN: Samantha Kolari**

5 **Human Resources Recruiter**

6 **use while:**

7 - cooking

8 - cleaning

9 - laundry

10 - computer

11 - traveling

12 SAMANTHA KOLARI: I've used the ABTronic System
13 at home while I was cooking, cleaning, doing laundry.
14 I've used it while I'm working on my computer. I've used
15 it, also, on the airplane. It's a very small unit so I
16 don't -- it's not as noticeable and it makes it very
17 convenient for me to use it everywhere I go.

18 **ON SCREEN: Sandra Lopez**

19 **Certified Fitness Trainer**

20 SANDRA LOPEZ: The ABTronic System is very
21 practical. I can't see myself putting an Ab Roller or
22 something in my purse, whereas the ABTronic System I can
23 put in my purse. I can cook, I can clean, I can read
24 with it on and it -- I can just do so many things at once
25 and still get a great workout, and I will definitely

1 recommend it to my friends. There's no doubt about it.

2 **ON SCREEN: Dr. Julio Garcia**

3 **Board Certified Plastic Surgeon**

4 DR. JULIO GARCIA: The thing about the system
5 is it's applicable for men, women, young and old and it
6 gives them that sleek appearance, not that muscle kind of
7 gymnasium type, you know, bulky appearance that people
8 are trying to avoid, but a healthy yet toned appearance.
9 The ABTronic really has achieved that.

10 TODD JENSEN: Well, our time with you nice
11 people is almost up. We've shown you the test results,
12 the demonstrations. One thing we can't do is pick up the
13 phone and make that call. So, order the ABTronic Fitness
14 System that does all the work for you and gets you those
15 toned, tight and firm abs in no time. ABTronic is not
16 available in stores, so there are only a few minutes left
17 for you to order one from this special TV offer.

18 JULIE SHIPLEY: Now is the time to put the
19 ABTronic Fitness System into your life.

20 **ON SCREEN: Do not use during pregnancy or with**
21 **a pacemaker, cardiac condition, epilepsy, multiple**
22 **sclerosis**

23 TODD JENSEN: How can you beat it? A great
24 workout with no hassle, no driving, no injuries and no
25 sweat.

1 **ON SCREEN: This is a paid presentation for the**
2 **ABTronic Fitness System**

3 TODD JENSEN: Here's your last chance to order
4 and thank you for joining us.

5 **ON SCREEN: 1-800-210-5588**

6 MALE ANNOUNCER: No time to work out? Fed up
7 with all those exercise videos that become repetitive?

8 **ON SCREEN: Large Red X on screen**

9 MALE ANNOUNCER: Tired of all those ab products
10 that force you onto the floor?

11 Now, here's the easiest way to get your body in
12 the shape you want it. The future of fitness is finally
13 here. Introducing the amazing ABTronic Fitness System.
14 Get ready to firm, tone and tighten your upper abs, lower
15 abs and love handles with no sweat. ABTronic is the
16 electronic dream machine that will show you immediate
17 improvement without strenuous time-consuming workouts.
18 You'll develop that six-pack you've always wanted in the
19 easiest way imaginable.

20 ABTronic is very safe and simple to use. You
21 control the 10 intensity levels and you have a choice of
22 six different exercise programs to choose from. Then,
23 amazingly, watch as your ab muscles contract as if you're
24 doing a sit-up. That's right. Your muscles are moving
25 but you are not. ABTronic will work you out while

1 watching television, shopping, working, walking, any
2 place you want, any time you want. Ten minutes on the
3 ABTronic is the equivalent of 600 sit-ups. That's why we
4 guarantee you'll lose two inches off your midsection in
5 less than a month or your money back.

6 You can also target your arms, chest, buns or
7 thighs. And because there are no wires or pads, you can
8 even wear ABTronic under your clothes and no one will
9 know it's there but you.

10 **ON SCREEN: Not available in stores**

11 **The future of fitness with no sweat**

12 **1-800-210-5588**

13 MALE ANNOUNCER: ABTronic is not available in
14 stores. This special TV offer is the only place you can
15 get it. So, pick up the phone and call the number on
16 your screen.

17 **ON SCREEN: \$600 (crossed out with red x)**

18 **The future of fitness with no sweat**

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20 MALE ANNOUNCER: Other electronic machines sell
21 for as much as \$600. But ABTronic is available to you
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11 **ON SCREEN:**

12 - **Instruction manual**

13 - **Weight-Loss plan**

14 - **2nd battery**

15 - **Slim Down Firming Gel**

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10 **ON SCREEN: Ideal for travel**
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12 **1-800-210-5588**

13 MALE ANNOUNCER: -- so you can carry your
14 ABTronic Fitness System anywhere you want.

15 **ON SCREEN: Buns Thighs Arms**
16 **The future of fitness with no sweat**
17 **1-800-210-5588**

18 MALE ANNOUNCER: And there's more, for a
19 limited time, you'll also receive a second shorter belt
20 perfect for placing around your thighs or arms.

21 **ON SCREEN: 2nd Belt FREE**
22 **The future of fitness with no sweat**
23 **1-800-210-5588**

24 MALE ANNOUNCER: Normally, this would be sold
25 separately, but it's yours free with the purchase today

1 of the ABTronic Fitness System.

2 **ON SCREEN: 30 day money back GUARANTEE**

3 **The future of fitness with no sweat**

4 **1-800-210-5588**

5 MALE ANNOUNCER: And you also get an
6 unconditional 30-day money back guarantee. If you're not
7 satisfied, just return it for a refund of the purchase
8 price --

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

10 **The future of fitness with no sweat**

11 **1-800-210-5588**

12 MALE ANNOUNCER: -- and keep the firming gel
13 and weight loss booklet on us for free.

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

15 **(plus S+H)**

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17 **1-800-210-5588**

18 MALE ANNOUNCER: So, call the number on your
19 screen and get ready to tighten your abs like you've
20 never seen them before. Professional athletes,
21 astronauts and physical therapists have used it. Now
22 it's your turn. Put your workout on auto pilot, the
23 amazing ABTronic Fitness System. Call now.

24 **ON SCREEN: 1-800-210-5588**

25 DR. JULIO GARCIA: The ABTronic causes a firm

1 contraction of the muscle stimulating that muscle whether
2 you want to or not, it's going to contract, we're going
3 to get that muscle tone and maintain that muscle mass so
4 you maintain that and you're healthier and look better
5 for the rest of your life.

6 **ON SCREEN: The preceding was a paid commercial**
7 **for the ABTronic Fitness System, brought to you by**
8 **ABTronic.**

9 MALE ANNOUNCER: The preceding was a paid
10 commercial for the ABTronic Fitness System brought to you
11 by ABTronic.

12 **(The infomercial was concluded.)**

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