

Exhibit B

OFFICIAL TRANSCRIPT PROCEEDING

FEDERAL TRADE COMMISSION

MAILED NO. 0222120

TITLE EMERSON DIRECT, INC.

**DATE RECORDED: DATES UNKNOWN
TRANSCRIBED: JULY 25, 2003
REVISED: SEPTEMBER 2, 2003**

PAGES 1 THROUGH 15

SMOKE AWAY COMMERCIALS

FOR THE RECORD, INC.

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FEDERAL TRADE COMMISSION

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I N D E X

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5 Smoke Away Commercial 1 3

6 Smoke Away Commercial 2 9

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1 FEDERAL TRADE COMMISSION

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3 In the Matter of:)

4 Emerson Direct, Inc.) Matter No. 0323139

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7 Dates Unknown

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11 The following transcript was produced from a
12 live tape provided to For The Record, Inc. on July 11,
13 2003.

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1 P R O C E E D I N G S

2 - - - - -
3 120 SECOND COMMERCIAL

4 ON SCREEN: Materials supplied by
5 Video Monitoring Services of America, LP,
6 may be used for internal review,
7 ~~analysis or research only.~~

8 Any editing, reproduction,
9 publications, rebroadcasting, public showing,
10 internet or public display is forbidden and may
11 violate copyright laws.

12 ON SCREEN: (Flashing on screen)

13 Attention Smokers!

14 MALE ANNOUNCER: Attention all smokers.

15 ON SCREEN: KICK THE HABIT!

16 In Just 7 Days

17 MALE ANNOUNCER: Now you can kick the habit in
18 just seven days. That's right.

19 ON SCREEN: Quit Smoking in Just 7 Days!

20 100% Guaranteed!

21 MALE ANNOUNCER: You can quit smoking in only
22 seven days guaranteed.

23 ON SCREEN: Smoke Away

24 MALE ANNOUNCER: Introducing the all-natural
25 Smoke Away System --

1 ON SCREEN: Herbal "Stop Smoking"

2 Program that works!

3 MALE ANNOUNCER: -- the herbal stop smoking

4 program that works to completely stamp out your nicotine

6 ON SCREEN: easy

7 safe

8 100%

9 effective

10 Money Back Guarantee!

12 100 percent effective or your money back.

13 ON SCREEN: Patches

14 Prescriptions

15 Gums

1 MALE ANNOUNCER: Over 100,000 people have used
2 the Smoke Away System.

ON SCREEN: Smoke Away

4 Dave

20 Yr. Smoker

6 Quit in Days!

7 DAVE: I like the fact that Smoke Away is all-
8 natural and it really works.

9 ON SCREEN: Smoke Away

10 Yvonne

11 20 Yr. Smoker

Individual results may vary.

14 YVONNE: I was on the patch for five months
15 with absolutely no results. I did Smoke Away for three
16 days and I've been smoke-free ever since.

ON SCREEN: Smoke Away

7

1 effective. I've had tremendous success with my patients
2 using the Smoke Away Program.

3 ON SCREEN: Doctor Recommended!

4 1-800-395-5013

7 the Smoke Away Program.

8 ON SCREEN: All-Natural

9 Program

10 Quit Smoking

11 in just

12 7 Days!

1 Program today --

2 ON SCREEN: Smoke Away

3 KICK THE HABIT!

4 1-800-395-5013

5 MALE ANNOUNCER: -- in seven days, you could
6 kick the habit --

7 ON SCREEN: Quit Smoking

8 in Just 7 Days!

9 100% Guaranteed!

10 (less S&H)

11 1-800-395-5013

12 MALE ANNOUNCER: -- 100 percent guaranteed or
13 your money back.

14 ON SCREEN: Smoke Away

15 Order NOW!

16 Also works for:

17 tobacco chewing

18 cigars

19 snuff

20 1-800-395-5013

MALE ANNOUNCER: Don't be a slave to smoking

1 **Guarantee (less S&H)**
2 **We Accept Check-By-Phone**
3 **1-800-395-5013**
4 **Send check or money order to:**
5 **Council on Natural Health**
6 **P.O. Box 367087**
7 ~~**Bozite Springs, FL 34136-7087**~~

8 **Rush Shipping Available**

9 **MALE ANNOUNCER: To order Smoke Away, call 1-**
10 **800-395-5013. That's 1-800-395-5013. So, call 1-800-**
11 **395-5013 and order today.**

12 **(The first commercial was concluded.)**

14 **60 SECOND COMMERCIAL**

15 **ON SCREEN: (Flashing on screen.)**

16 **Attention Smokers!**

17 **MALE ANNOUNCER: Attention all smokers.**

18 **ON SCREEN: KICK THE HABIT!**

19 **Quit Smoking**

20 **in 7 Days!**

21 **MALE ANNOUNCER: Now you can kick the habit in**
22 **just seven days.**

23 **ON SCREEN: Quit Smoking**

24 **in 7 Days!**

25 **100%**

1 **Guaranteed!**

2 **MALE ANNOUNCER:** That's right. You can quit
3 smoking easily in only seven days guaranteed.

4 **ON SCREEN:** Smoke Away

5 **All Natural**

6 **1-800-764-1356**

7 **MALE ANNOUNCER:** Introducing the all-natural
8 **Smoke Away System --**

10 **Program that works!**

11 **Makes a great gift!**

1 MALE ANNOUNCER: Fed up with expensive patches,
2 prescriptions and gums that often don't work --

3 ON SCREEN: Smoke Away
4 Quit Smoking
5 in Just 7 Days!
6 100%
7 Guaranteed!
8 Makes a great gift!
9 1-800-764-1356

10 MALE ANNOUNCER: -- for less than the price of
11 all of them, you can stop smoking in seven days 100
12 percent guaranteed or your money back.

13 ON SCREEN: Smoke Away
14 Dr. Sherry Bresnahan
15 Doctor Recommended!
16 1-800-764-1356

17 DR. SHERRY BRESNAHAN: It's safe, it's highly
18 effective. I've had tremendous success with my patients
19 using the Smoke Away Program.

20 ON SCREEN: All Natural
21 Smoke Away
22 20 Yr. Smoker
23 Quit in Days!
24 Dave
25 1-800-764-1356

1 I like the fact that Smoke Away's all

2 natural and it really works.

3 ON SCREEN: Individual results may vary.

4 Guaranteed!

5 Smoke Away

6 20 Yr. Smoker

7 Quit in 3 Days!

8 Yvonne

9 1-800-764-1356

10 YVONNE: I did Smoke Away for three days and
11 I've been smoke-free ever since.

12 ON SCREEN: Contains all-natural herbal
13 ingredients

14 1-800-764-1356

15 MALE ANNOUNCER: The secret is the unique
16 combination of all-natural herbal ingredients --

17 ON SCREEN: Smoke Away
18 eliminate craving for nicotine

19 1-800-764-1356

20 MALE ANNOUNCER: -- that work to completely and
21 naturally eliminate your body's craving for nicotine.

22 ON SCREEN: \$ (crossed out)

23 Patches

1 MALE ANNOUNCER: Why spend hundreds of dollars
2 on patches and gums that just put more nicotine in your
3 system?

4
5 ON SCREEN: Smoke Away
6 Quit Smoking
7 in Just 7 Days!
8 100%
9 Guaranteed!
10 1-800-764-1356

11 MALE ANNOUNCER: For less than the price of any
12 of them, you will stop smoking in seven days --

13 ON SCREEN: Stop Smoking in 7 Days!

15 1-800-764-1356

16 MALE ANNOUNCER: -- guaranteed or your money
17 back.

18 ON SCREEN: NOT available in stores!

19 Also works for:
20 tobacco chewing
21 cigars
22 snuff

23 Order NOW!

1-800-764-1356

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2 **Makes a great gift!**

3 **Smoke Away makes a great gift.**

4 **(The second commercial was concluded.)**
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CERTIFICATION OF TYPIST

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MATTER NUMBER: 0323139

CASE TITLE: EMERSON DIRECT, INC.

TAPING DATE: DATES UNKNOWN

TRANSCRIPTION DATE: JULY 25, 2003

REVISED DATE: SEPTEMBER 2 2003

I HEREBY CERTIFY that the transcript contained

9 herein is a full and accurate transcript of the tapes

11 TRADE COMMISSION to the best of my knowledge and belief.

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DATED: SEPTEMBER 3, 2003

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Elyzabeth A. Farrell

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