

80:00  
NATIONAL  
BNO: FNTR-11-T5343  
19, 2011  
NISSAN FRONTIER  
"Hill Climb" DATE: September

TBWA/CHIAT/DAY APPROVALS

DATE PR DATE CW DATE AE DATE TM

TECH DATE

VIDEO

AUDIO

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Not Attempt.

CUT TO SPECTATOR WITH A PUZZLED LOOK  
ON HIS FACE.

Spectator: What's this guy  
doing?

CUT TO A SPECTATOR DRIVING IN  
THE SAND DUNE.

## Exhibit B:

DVD of NISSAN FRONTIER  
“HILL CLIMB” TV Commercial  
(See attached)