

Gardner's Mattress & More "Less Snore, More Cuddle" Video Script
Eric Lee Productions, Inc. / FINAL

Shot #	Video	Audio
a.	<p>Graphic titles supered over background motion shots</p> <p>"The following is a paid presentation ..." (top third)</p> <p>Beauty shot of showroom mattress w/head end in motion</p>	<p>VO: The following is a paid program for Gardner's Mattress and More.</p>

1.	Segment 1	
2.	Bumper: full-screen graphic animation sequence w/Gardner's logo (top half) & Less Snore, More Cuddle (bottom half) over white background	MUSIC: (in & under / Sublime Workout)
3.	Downward MS of Husband & Wife 1 in "stomach sleeper" position	VO: Did you know that sleeping flat is bad for you?
4.	Husband & Wife 3 both w/arms folded in defiance	Have you ever wondered why buying a mattress is such a struggle?
5.	MCU of Wife 2 standing next to mattress w/quizzical look	Is it really possible to find "the ONE" that's right for you?
6.	MCU of Husband 2 sitting on mattress looking disappointed	How come so many people buy the WRONG mattress ... and not just once?
7.	Stills montage of mattress types	Why have mattresses become so complicated?
8.	MS of Host & two beds; slow zoom out to 2-shot of Host (framed left) & Jeff (framed right)	<p>MUSIC: (in & under / Morning Rise)</p> <p>HOST (on-camera): Those are all good questions ... and we're happy to answer them. Hi, I'm Lisa, here with one of the owners of Gardner's Mattress and More, Jeff Giagnocavo. Jeff, tell us about what makes Gardner's unique.</p>
9.	Cut to MCU of Jeff	<p>JEFF (on-camera): Well, Lisa, we don't just "sell mattresses." Anybody can do that. For us, it's all about the complete sleep experience our customers enjoy.</p>
10.	Cut to 2-shot of Host & Jeff	<p>HOST (on-camera): And you've developed that "complete experience" approach from being in the mattress industry for decades. I understand that you've even travelled the globe and been in dozens of mattress factories through the years. So, how does that experience and your extensive connections in the industry benefit your customers?</p>

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11.	Cut to MCU of Jeff	JEFF (on-camera): The answer to that is pretty simple. Our customers get the best value ... period. We find your best "fit" from our hand-picked solutions and sleep systems.
12.	Slow pan of stills montage of different types/brands of beds	JEFF (off-camera): And since Gardner's is not beholden to any large mattress suppliers, we're free to recommend ANY mattress ... so our customers can choose from a wide variety of the best offerings that are right for them.
13.	Cut to MS of Host & Jeff w/showroom beds in background	HOST (on-camera): That's the "fit" you're talking about, right?
14.	Slow zoom in to MS of Jeff	JEFF (on-camera): Yeah, that's exactly right. Because we know the mattress industry inside and out, we never use empty, name-brand talking points. We don't have to. In fact, no matter who a customer talks with at Gardner's, they'll be talking with an expert who knows how to find the right sleep system for that customer's individual needs.
15.	ECU of Host	HOST (on-camera): That DOES sound like the kind of experience and value people are looking for.
16.	MCU of Jeff; zoom out to 2-shot of Host & Jeff	JEFF (on-camera): Personally, my goal is to have each one of our customers wake up happy every morning.
17.	2-shot of Host & Jeff continued	HOST (on-camera): Sounds pretty appealing to me. Is there anything else that makes Gardner's unique?
18.	MCU of Jeff (framed left); ECU pan of trademark certificate & Gardner's pillow w/logo (framed right)	JEFF (on-camera): Well, our sleep systems are approved by the U-S Patent Office, so we're the ONLY company in the nation that can offer "Less Snore, More Cuddle" systems ... in both king and queen sizes.
19.	Smiling Couple 1 lying on bed using controller / motion of bed elevating; Couple 2 getting on showroom mattress simultaneously & smiling; Couple 3 in bed using controllers; Wife 3's side elevates/Husband's side descends	JEFF (off-camera): And when you add in the fact that our variety of systems are very easy to use, without any confusing technology or a lot of moving parts that can easily break, our Cuddle Zone systems give you excellent support and comfort and are simply a better value for thousands less.
20.	2-shot of Host & Jeff	THAT'S what makes Gardner's unique. Customers tell us that all the time.
21.	Full-screen graphic sequence of testimonial; Initial still of hand-written testimonial; Text box lifts	MUSIC: (in / Perfect System)

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	<p>off page that shows customer quote in typed text (Ben Sneeringer – name does <u>not</u> appear on screen) <i>"100% would recommend. From the ease of browsing in-store to the efficient and friendly delivery team, everything exceeded our expectations."</i></p>	
22.	2-shot of Host & Jeff	<p>MUSIC: (fade up & under / Morning Rise)</p> <p>HOST (on-camera): Jeff, it's great that so many people are getting a refreshing night's sleep thanks to what only Gardner's offers.</p>
23.	<p>Zoom in to MCU of Host w/beds in background Graphic title (bottom third): LessSnoreMoreCuddle.com</p>	<p>HOST (on-camera): And the best way to experience that for yourself is to make an appointment, talk with our experts one-on-one and discover the perfect Cuddle Zone system for you.</p>
24.	<p>MCU of Host (VIDEO close version)</p>	<p>HOST (on-camera): Keep watching because we're going to answer your mattress questions so YOU can get a great night's sleep, too.</p>
25.	<p>Gardner's logo & graphics w/link Offer details between logo & LessSnoreMoreCuddle.com (ONLINE close version)</p>	<p>Click the link to find answers to YOUR mattress questions at Gardner's Mattress and More ... and take advantage of this special offer for online customers only.</p>
26.	Bumper: full-screen graphic animation sequence w/Gardner's logo (top half) & Less Snore, More Cuddle (bottom half) over white background	
27.	Segment 2	
28.		
29.	MCU of Couple 1	<p>MUSIC: (in & under / Easy)</p> <p>HOST (off-camera): Let's meet Mr. & Mrs. One ...</p>
30.	MCU of Couple 2	Mr. & Mrs. Two ...
31.	MCU of Couple 3	... and, of course, Mr. & Mrs. Three.
32.	Shot of Couple 3 compresses to center bottom to reveal three "boxes" total (two in top row, one on bottom) - each w/smiling couple (waving at camera)	They're all looking for the SAME thing ... a GREAT night's sleep. Yet, they've each come to Gardner's for very DIFFERENT reasons.

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33.	Husband 1 snoring / Wife 1 holds pillow over her ears	Mr. One snores like a freight train ... making MRS. One weary from poor sleep night after night.
34.	Wife 2 grimaces while massaging her neck / Husband 2 rubs his lower back	Mr. & Mrs. Two have had enough of waking up every day with neck and back pain.
35.	Husband 3 continually tosses & turns / smiling Wife 3 is motionless	Mr. Three so wishes he could have something firm to sleep on, but MRS. Three likes her nice, soft "nest."
36.	Freeze-frame of Couple 3 blurs Graphic supered over freeze-frame: "Sound familiar?"	Sound familiar? Like we said, they all want the same thing ... to wake up every morning refreshed, happy and full of energy.
37.	Freeze-frame compresses to infinity revealing MS of Host	HOST (on-camera): Let's follow their stories as they discover the ONE sleep system that's right for them ...
38.	Title graphic (bottom third) – "Less Snore, More Cuddle"	... and the joy of "Less Snore, More Cuddle."
39.	MCU of Host Slow zoom out to MS of Host & three beds	HOST (on-camera): Let me introduce you to our uniquely designed, Cuddle Zone systems that will help you have "Less Snore" and "More Cuddle."
40.	Cut to slow pan of beds	HOST (off-camera): Our systems are the ONLY ones specifically designed with a "cuddle zone" in the middle.
41.	Couple 1 resting on bed showing different elevation heights on each side	That means both you and your spouse will enjoy customized comfort tailored to the exact way YOU like to sleep. Here's what one of our customers has to say.
42.	Full-screen graphic sequence of testimonial; Initial still of hand-written testimonial; Text box lifts off page that shows customer quote in typed text (Gerard & Carol Brown – name does <u>not</u> appear on screen) <i>"We have already recommended Gardner's to many people. Wonderful experience all around and delivery was on time and very careful."</i>	MUSIC: (in / Perfect System)
43.	MCU of Host holding "Sleep Better" book	MUSIC: (fade in & under / Easy) Our "Sleep Better" book is packed with great information about your sleep issues. It's easy to get your free copy.
44.	Full-screen graphic sequence Headline "Free 'Sleep Better' Info"; bullet list builds with mention –	VO: If you have snoring problems like Mr. and Mrs. One, text the number "1" to 717-297-1961

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	<ul style="list-style-type: none"> • Snoring – “1” to 717-297-1961 • Aches & Pains – “2” to 717-297-1961 • No Compromise – “3” to 717-297-1961 	<p>If you're like Mr. and Mrs. 2 who deal with aches and pains, text the number “2” to 717-297-1961</p> <p>And if you're tired of compromising like Mr. and Mrs. 3, text the number “3” to 717-297-1961</p> <p>We'll send you helpful information right away plus a free copy of “Sleep Better.”</p>
45.	<p>MCU of Host</p> <p>Graphic title (bottom third): LessSnoreMoreCuddle.com</p>	<p>HOST (on-camera): Why wait any longer for a refreshing night's sleep? Make your Less Snore, More Cuddle appointment today for a one-on-one consultation with a Gardner's expert ... and wake up happy.</p>
46.	<p>Bumper: full-screen graphic animation sequence w/Gardner's logo (top half) & Less Snore, More Cuddle (bottom half) over white background</p>	
47.	<p>Segment 3</p>	
48.		
49.	<p>MCU of Host</p>	<p>MUSIC: (in & under / Pleasant Park)</p> <p>HOST (on-camera): To see one of the ways a Cuddle Zone system from Gardner's makes all the difference ...</p>
50.	<p>LS of Couple 1 in bed</p>	<p>HOST (off-camera): ... let's check in with Mr. and Mrs. One.</p>
51.	<p>MS of Wife 1 (fingers in ears); Husband in background</p>	<p>Poor Mrs. One. She can't take another night of lousy sleep next to “Mr. Freight Train.”</p>
52.	<p>Zoom in on Husband 1 w/graphic animation sequence showing narrowed airway</p>	<p>His thunderous snoring is due in part to gravity and its narrowing effect on Mr. One's airway during the night. That's just one reason why sleeping flat is bad for you.</p>
53.	<p>Husband 1 laying on mattress; head end of bed elevated</p>	<p>But on a Cuddle Zone system, his head can be raised to the perfect position to reduce the pull of gravity ...</p>
54.	<p>Husband 1 w/bed elevated; Graphic animation of fewer “Z's”; area above Husband 1 becomes starry sky</p>	<p>... and THAT will reduce his snoring. It's the very reason astronauts don't snore at all in space.</p>
55.	<p>Wife 1 smiling in foreground; Husband 1 in elevated position in background</p>	<p>It's also why Mr. and Mrs. One can finally leave the “train station” behind and BOTH get a great night's sleep ...</p>
56.	<p>Zoom out to MS of Couple 1 on mattress</p>	<p>... thanks to our unique, Cuddle Zone systems.</p>

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57.	Full-screen graphic sequence of testimonial; Initial still of hand-written testimonial; Text box lifts off page that shows customer quote in typed text (Larry Mylin – name does <u>not</u> appear on screen) <i>"Wife prefers foam top bed. Husband has reflux and wanted to be elevated. Also has sleep apnea and wanted to be elevated. We saw Gardner's was rated high in Readers' Choice Awards and decided to shop in the store. We would absolutely recommend Gardner's to others."</i>	MUSIC: (in / Perfect System)
58.	MCU of Host holding "Sleep Better" book	MUSIC: (fade in & under / Pleasant Park) Read all about how to sleep better and put snoring problems to rest ... FREE.
59.	Full-screen graphic Headline "Free 'Sleep Better' Info" – <ul style="list-style-type: none"> • Snoring – "1" to 717-297-1961 	VO: Text the number "1" to 717-297-1961. We'll reply instantly with helpful information AND mail your free copy of "Sleep Better."
60.	MCU of Host Graphic title (bottom third): LessSnoreMoreCuddle.com	HOST (on-camera): Are YOU ready for Less Snore, More Cuddle? Schedule your in-person appointment with Gardner's today ... and leave the train station behind.
61.	Bumper: full-screen graphic animation sequence w/Gardner's logo (top half) & Less Snore, More Cuddle (bottom half) over white background	
62.	Segment 4	
63.		
64.	MCU of Host seated at table in front of laptop; still of gawdy "Special" sign supered in top right corner; still dissolves to "Get It Now!" sign	MUSIC: (in & under / How Things Work) HOST (on-camera): It's true. You can buy a mattress just about anywhere these days. And they'll be very happy to sell you whatever is on special that week ... even try to pressure you into buying it.
65.	Stills montage of gawdy "Deal" signs & "Exchange Fees" sign	With some mattress dealers, it can be pretty hard to tell what you'll ACTUALLY pay after it's all said and done ...
66.	Split-screen of damaged delivery box (left side); damaged mattress (right side)	... let alone what ELSE you'll have to pay for once it's delivered ...

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67.	Calendar showing red "X" through multiple days; arrow pointing to weeks later	... IF it's delivered when they say it will be.
68.	MS of Host; graphic supered at bottom – "Lowest Price = Right Mattress"; animated line drawn through equals sign	HOST (on-camera): The real question is, does finding the "lowest price" actually mean it's the "right mattress"? Could that be why you haven't found the "one" that fits YOU?
69.	MS of Host (continued); Push in as Couple 2 walks into background; starts "testing" mattress firmness; disgruntled expressions	Maybe you bought a mattress online or even in a store ... only to discover later that it's not what you really want or need. It feels different at home than what you imagined it would.
70.	Cut to Couple 2 tossing & turning in bed	HOST (off-camera): Over time though, you notice that "difference" more and more because you're sleeping less and less.
71.	MCU of Host	MUSIC: (in & under / Looking in the Mirror) HOST (on-camera): To get a great night's sleep, you have to do MORE than "just buy a mattress."
72.	Slow pan of Couple 3 sleeping in bed	HOST (off-camera): Since you spend about a third of every day in bed, you want to make sure you get the right FIT ... the right level of support and comfort for the way you sleep.
73.	MS of Host	HOST (on-camera): This is one of the reasons Gardner's is so different. We help you discover the exact Cuddle Zone system that fits your individual needs for many years to come.
74.	Graphic of 3-legged stool w/"diet," "exercise," "sleep" titles – one on each stool leg; words revealed in sequence	HOST (off-camera): We all know how important sleep is. It's just as vital to your health and wellbeing as diet and exercise ... like a three-legged stool.
75.	Dissolve to montage of research study papers; bullet item build supered over blurred study papers	In fact, thousands of research studies have proven that consistently getting the right sleep rejuvenates your immune system ...
76.	<ul style="list-style-type: none"> • Sleep Rejuvenates • Improves Brain Function 	... improves brain function so you can think more clearly ...
77.	<ul style="list-style-type: none"> • Enhances Romance 	... and can even enhance your romantic life.
78.	Grimacing Wife 2 massaging her own neck	Case in point ... Remember Mrs. Two who wakes up every morning with nasty aches and pains? Those affect more than just her neck and back.
79.	Husband 2 w/troubled expression	They affect MR. Two ... too.

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80.	Wife 2 seated / slouched over table (exhaustion)	Not getting enough sleep can make anybody exhausted. Mrs. Two knows all too well how exhaustion leads straight to feeling moody, anxious and miserable, even depressed ...
81.	Wife 2 sitting on edge of bed rubbing stomach showing discomfort	... not to mention the toll that lack of sleep takes on her digestive and lymphatic systems.
82.	Wife 2 sitting on bedside w/quizzical look rummaging through purse	And the mental fog? She just might forget where she put her keys more often.
83.	MCU of Host	HOST (on-camera): There's no reason to let your current mattress make you lose something as valuable as a good night's sleep. It's just too important. Here's what one customer said about the night-and-day difference that a Gardner's Cuddle Zone system made for them.
84.	Full-screen graphic sequence of testimonial; Initial still of hand-written testimonial; Text box lifts off page that shows customer quote in typed text (Wayne Thompson – name does <u>not</u> appear on screen) <i>"Huge dip in old mattress causing neck and back pain. The salesman listened to our needs and directed us to the mattress that would best fit and price range! Couldn't ask for an easier or better experience."</i>	MUSIC: (in / Perfect System)
85.	MCU of Host holding "Sleep Better" book	MUSIC: (fade in under / Looking in the Mirror) If aches and pains are making YOUR life miserable, learn how to make your life better ... with "Sleep Better."
86.	Full screen graphic Headline "Free 'Sleep Better' Info" – • Aches & Pains – "2" to 717-297-1961	VO: It's FREE! Just text the number "2" to 717-297-1961 and you'll have helpful information in moments PLUS receive your free copy "Sleep Better" in no time.
87.	MCU of Host Graphic titles (bottom third): URL, contact e-mail address & phone number	HOST (on-camera): Why not put an end to feeling miserable and waking up with pain? Discover how ... from the experts at Gardner's. Contact us today to schedule your in-person appointment.
88.	Jeff talking w/Mr. & Mrs. Two	HOST (off-camera): And just for completing your Less Snore, More Cuddle appointment ...

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89.	2-shot of smiling Mr. & Mrs. Two resting on pillows Graphics title (bottom third): \$197 Value – Free (no obligation to buy)	... you'll receive a pair of His-and-Hers, custom-fit, custom-made pillows ... an exceptional value ... FREE ... with no obligation to buy anything.
90.	Bumper: full-screen graphic animation sequence w/Gardner's logo (top half) & Less Snore, More Cuddle (bottom half) over white background	
91.	Segment 5	
92.		
93.	MCU of Host; Husband & Wife 3 in background	MUSIC: (in & under / Ocean Calling) HOST (on-camera): For Mr. and Mrs. Three, "compromise" is the name of the game with most everything.
94.	Split screen – Husband 3 eating steak / Wife 3 eating salad	HOST (off-camera): There ARE things, though, that they DON'T compromise on ... like what they eat ...
95.	Split screen – Husband 3 doing arm curls w/dumbbell (left side) / Wife 3 on stationary bike (right side)	... or the way they like to exercise.
96.	"Why Compromise?" full-screen graphic	So why should they compromise on sleep?
97.	Husband & Wife 3 in bed; Wife 3 in foreground smiling	Even though their mattress is the perfectly soft "nest" for Mrs. Three ...
98.	MCU of Husband 3 on "caved-in" mattress; wide-eyed expression	... MR. Three feels like he's lying on a mushy marshmallow instead of the firm mattress he dreams of.
99.	MCU of Host	HOST (on-camera): Well, compromise no more, Mr. Three! With the unique, Cuddle Zone system from Gardner's, you don't have to ... ever.
100.	Slow pan of Husband & Wife 3 in bed; pleasant expressions; Husband 3 lowers his side; Wife 3 elevates her side	HOST (off-camera): Our king and queen-size Cuddle Zone systems give you PERSONALIZED comfort on each side of the bed thanks to our "His & Her" custom-fit technology ... and for a LOT less money than other mattresses you've heard about.
101.	Full-screen graphic sequentially builds as each item is mentioned: Graphic headline - "The Cuddle Zone" <ul style="list-style-type: none"> • Full body support • Spinal alignment 	Every Cuddle Zone system is specifically designed for full body support and spinal alignment to improve how you feel when you wake up ...
102.	<ul style="list-style-type: none"> • Less neck & back pain 	... like reducing neck and back pain ...

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103.	<ul style="list-style-type: none"> • Less leg pain & swollen feet 	... less leg pain and swollen feet ...
104.	<ul style="list-style-type: none"> • Reduces muscle tension & stiffness 	... reduced muscle tension and stiffness ...
105.	<ul style="list-style-type: none"> • Fewer circulation issues 	... fewer circulation issues ...
106.	<ul style="list-style-type: none"> • Less acid reflux & GERD 	... and even less acid reflux and GERD.
107.	2 nd full-screen graphic: "The Cuddle Zone ..." <ul style="list-style-type: none"> • Fewer asthma, congestion & breathing issues 	Our sleep systems can also help lessen conditions like asthma, congestion and breathing issues while you sleep ...
108.	<ul style="list-style-type: none"> • Reduces snoring 	... and, lest we forget, reduce snoring.
109.	Husband & Wife 3 sleeping in bed	Thanks to deep, restorative sleep on a king or queen-size Cuddle Zone system from Gardner's, Mr. and Mrs. Three ...
110.	Husband gets out of bed stretching & smiling at Wife 3 (morning scene)	... are as happy ... and pain free ... as can be.
111.	Full-screen graphic sequence of testimonial; Initial still of hand-written testimonial; Text box lifts off page that shows customer quote in typed text (Daniel Luckenbill – name does <u>not</u> appear on screen) <i>"We (married couple) were sleeping on a full-size bed and ended up sleeping separately. We knew it was time for a new bed. We loved that we could come in and figure out if the mattress was right for us."</i>	MUSIC: (in / Perfect System)
112.	MCU of Host holding "Sleep Better" book	MUSIC: (fade in & under / Ocean Calling) If "compromise" is keeping you awake at night, do something about it.
113.	Full screen graphic Headline "Free 'Sleep Better' Info" – <ul style="list-style-type: none"> • No Compromise – "3" to 717-297-1961 	VO: Just text the number "3" to 717-297-1961 and we'll send you "Sleep Better" ... free! You'll also instantly receive free information that you can use right away.
114.	MCU of Host Graphic title (bottom third): LessSnoreMoreCuddle.com	HOST (on-camera): With the right sleep system from Gardner's, you'll NEVER have to compromise. Come see for yourself what that means. Schedule your in-store consultation today.
115.	Bumper: full-screen graphic animation sequence w/Gardner's logo (top half) & Less Snore,	

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	More Cuddle (bottom half) over white background	
116.	Segment 6	
117.		
118.	LS of Host & 3 beds	MUSIC: (in & under / Optimistic Evolution) HOST (on-camera): Not only do people have different needs when it comes to sleep, they also have different ideas about what type of mattress will support them best.
119.	Husband & Wife 1 sitting on & "testing" inner spring mattress	HOST (off-camera): Mr. & Mrs. One think a traditional approach will be their best option with a tried-and-true inner spring mattress.
120.	Husband & Wife 2 sitting on & "testing" natural latex mattress	For Mr. & Mrs. Two, natural sap rubber latex might just be the way to go.
121.	Husband & Wife 3 pressing on & laying on hybrid mattress	And since Mr. & Mrs. Three are all about "compromise", they're looking at a hybrid that blends a traditional mattress feel with the benefits of memory foam.
122.	MCU of Host	HOST (on-camera): So which one is the right one? The answer is as individual as you are. Let's show you why.
123.	Slow MS pan of Husband 2 sleeping in bed; pleasant expression	HOST (off-camera): Imagine if you slept most of your life without compromising your sleep position, mattress support and personal comfort. Sounds pretty inviting, right?
124.	Zoom out as Host walks into frame	HOST (on-camera): That's EXACTLY what our Less Snore, More Cuddle systems deliver ... individual comfort WITHOUT compromise and a sleep experience you'll only find from Gardner's.
125.	Wife 1 lying on side in foreground; vertical camera move upward showing Husband 1 on back	HOST (off-camera): Are you a side sleeper, like Mrs. One, or feel more comfortable on your back, like Mr. One? Whatever position you prefer, your mattress becomes an active recovery system that relieves stress on your body every night.
126.	Host framed left in foreground; Graphic bullet list build (right side): <ul style="list-style-type: none"> • Pain Relief 	HOST (on-camera): Being in the right sleep position is key to relieving pain in your neck, back, legs and joints.
127.	<ul style="list-style-type: none"> • Less Fluid Buildup 	You'll have less buildup of fluid and swollen ankles.
128.	<ul style="list-style-type: none"> • Clearer Sinuses 	Your sinuses will be clearer ...

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129.	Dissolve to dolly move of Wife 1 sitting in bed reading (right side)	HOST (off-camera): ... and you'll be really comfortable watching TV or reading in bed for as long as you like.
130.	Husband & Wife 1 controller sequence	Once Mr. & Mrs. One find their own perfect sleep position ...
131.	ECU of Husband 1's hand pressing control button	... they each simply press a button ...
132.	2-shot of Husband & Wife 1 as he presses control button; bed motion stops	... and they'll never have to search for "perfect" again.
133.	MCU of Host	HOST (on-camera): Along with "sleep position," let's talk about support. When you think of the word, "support," you might think of lying on the floor. It doesn't budge at all, right?
134.	Husband 2 grimacing while lying on floor; graphic animation of "pain" pointing to joints, shoulders & hips	MUSIC: (cross fade / Considered Opinions) HOST (off-camera): But most people can't sleep on the floor too long. Even though they're getting "firm support," the floor soon overwhelms their muscles and joints ... creating pressure points and pain.
135.	Wife 2 sleeping on floor w/several kids' books	Mr. & Mrs. Two still remember the days when they fell asleep on the floor after reading bedtime stories to their kids ...
136.	Husband 2 sleeping on floor	... or during a football game after a big, Thanksgiving meal. That was then ...
137.	Husband 2 in bed & Wife 2 happily getting into bed at same time	MUSIC: (in & under / Back to Basics) ... this is now. These days, Mr. & Mrs. Two need the RIGHT KIND of support ... the kind that doesn't create pressure points or neck and back pain ...
138.	Husband & Wife 2 lying in bed	... the kind of support that holds your body in the best sleeping position all night long.
139.	Graphic (bottom third) - "Firm Support?" Freeze-frame of Husband 2 sleeping on floor	Obviously, "firm support" isn't the only element for a great night's sleep ... or everyone would be fine sleeping on the floor.
140.	Dissolve to "Firm Support & Comfort" graphic	You also have to consider comfort, and EVERYONE has their own idea of what "comfort" means ...
141.	Husband & Wife 3 sitting side-by-side on edge of bed looking up in opposite directions & smiling; text in husband's thought bubble (top left corner) - "Extra, Extra Firm";	... including Mr. & Mrs. Three. He wants "extra, extra firm." She wants a soft "nest" to cuddle up in.

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	text in wife's thought bubble (top right corner) - "Soft"	
142.	Husband 3 then looks at Wife 3's thought bubble "Soft"; Wife 3 then looks at Husband 3's thought bubble "Extra, Extra Firm"; Husband & Wife 3 look directly at camera shaking their heads ("no")	Their different "comfort factors" are why Mr. & Mrs. Three are looking for a new mattress ... and it might be why you're looking, too.
143.	2-shot of Husband & Wife 3 in bed; Husband 3 tosses & turns multiple times "Sags, Dips, Trenches" supered over blurred background shot	Maybe your mattress is just not comfortable anymore. So no matter how old it is, if your current mattress sags or has dips and trenches, you could be tossing and turning a lot ...
144.	Husband 3 sits up in bed grimacing & rubbing shoulder "Tension, Pressure, Numbness" supered over blurred background shot	... have muscle and joint tension, pressure and even numbness.
145.	Husband 3 stands up & walks out of shot (can't sleep)	And because of that, you're not getting the kind of deep sleep that actually restores your body and is so vital to your overall health.
146.	Slow pan beauty shot of mattress being elevated (ALTERNATE of hybrid mattress)	Those issues can all be reduced, and even eliminated, with the right level of individual comfort ...
147.	Host walks into shot of elevated mattress	HOST (on-camera): ... and that's the beauty, and the VALUE, of our Less Snore, More Cuddle systems. They give you a great night's sleep for thousands less ... and you'll wake up happy!
148.	Full-screen graphic sequence of testimonial; Initial still of hand-written testimonial; Text box lifts off page that shows customer quote in typed text (Karen Fisher – name does <u>not</u> appear on screen) <i>"Needed firm yet soft mattress for pressure point. I am a side/stomach sleeper determined to learn to sleep on my back with raising the mattress slightly. I was dreading this whole process, but it was a pleasant one."</i>	MUSIC: (in / Perfect System)
149.	MCU of Host holding "Sleep Better" book	MUSIC: (fade in & under / Back to Basics) If you're like any of our three couples, we make it easy to learn more about your

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		sleep issues. We'll send you a free copy of "Sleep Better."
150.	<p>Full screen graphic Headline "Free 'Sleep Better' Info" – bullet list builds with mention –</p> <ul style="list-style-type: none"> • Snoring – "1" to 717-297-1961 • Aches & Pains – "2" to 717-297-1961 • No Compromise – "3" to 717-297-1961 	<p>VO: For snoring problems, text the number "1" to 717-297-1961 If you're like Couple 2 who deals with aches and pains, text the number "2" to 717-297-1961 And if you're tired of compromising, text the number "3" to 717-297-1961</p> <p>You'll instantly receive free information about your sleep issues, plus we'll send your free copy of "Sleep Better" right away.</p>
151.	<p>MCU of Host</p> <p>Graphic title (bottom third): LessSnoreMoreCuddle.com</p>	<p>HOST (on-camera): The only way to really know which Cuddle Zone system fits you best is to come to Gardner's and experience the right combination of support and comfort for yourself. Get in touch with us today to set up an appointment.</p>
152.	<p>Bumper: full-screen graphic animation sequence w/Gardner's logo (top half) & Less Snore, More Cuddle (bottom half) over white background</p>	
153.	Segment 7	
154.		
155.	<p>Husband & Wife 1 in bed lying in different sleep positions; smiling expressions</p>	<p>MUSIC: (in & under / Everything or Nothing)</p> <p>HOST (off-camera): With a Cuddle Zone system from Gardner's, you'll BOTH have the right balance of support and comfort that's perfect for your sleep position ... without compromise.</p>
156.	<p>MCU of Host</p>	<p>HOST (on-camera): That's why we often recommend a natural sap rubber latex mattress. It's superior in several ways.</p>
157.	<p>Stock photo of rubber tree forest in upper left box Slow pan of Husband & Wife 2 sleeping in bed (rest of screen)</p>	<p>HOST (off-camera): Natural latex is a completely organic material made from rubber trees. It's great for both comfort and support because it gently cradles your body while relieving pressure points.</p>
158.	<p>MCU of Host next to latex mattress</p>	<p>HOST (on-camera): Natural sap rubber latex is just that ... natural. Because your skin absorbs everything it's exposed to, it makes sense to sleep comfortably all night long on a NATURAL material.</p>

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159.	<p>A – Wife 2 checking mattress; reacts to mattress odor Graphic animation of “odor”</p> <p>B - Cut to Wife 2 sitting on latex mattress; pleasant expression</p>	<p>HOST (off-camera): That way, you never have to wonder what your skin is absorbing or have to deal with harsh chemical odors ... ever.</p> <p>That’s one of the big advantages of natural sap rubber latex over memory foam.</p>
160.	<p>A - Beauty shot of nice latex mattress surface (left side of screen)</p> <p>B - Deteriorated memory foam</p>	Also, natural sap rubber latex is more durable than other mattress types because it’s not prone to break down simply by being exposed to oxygen ... like memory foam or comfort padding.
161.	Time lapse sequence (Shots 161-162) of happy Husband 3 getting into bed; Wife 3 in bed	Support, comfort, and exceptional durability. Those are just some of the reasons why natural sap rubber latex outlasts all other mattress types by years ... even decades.
162.	Static time lapse sequence continued; Husband & Wife 3 in bed; multiple sleep positions; Wife 3’s head elevated	So regardless of your sleep position, you’ll get the exact support and comfort you need, night after night after night, with our unique, Cuddle Zone systems ...
163.	MCU of Host	HOST (on-camera): ... and the joy of Less Snore, More Cuddle ... for less.
164.	<p>Full-screen graphic sequence of testimonial; Initial still of hand-written testimonial; Text box lifts off page that shows customer quote in typed text (James & Sharon Sattazahn – name does <u>not</u> appear on screen) <i>“Like sleeping on a heavenly cloud. That’s what best describes our mattress from Gardner’s Mattress. We would highly recommend that anyone looking for the finest products, offered with this rare level of commitment to customer service, come to Gardner’s and allow them to your search for the perfect bed as wonderfully satisfying as ours was.”</i></p>	MUSIC: (in / Perfect System)
165.	MCU of Host holding “Sleep Better” book	<p>MUSIC: (fade in under / Everything or Nothing)</p> <p>It really is easy it is to learn more about your sleep issues. Just read “Sleep Better.” Plus, get free, helpful information instantly.</p>

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Shot #	Video	Audio
166.	<p>Full screen graphic of headline "Text for Free Info"; bullet list builds with mention –</p> <ul style="list-style-type: none"> • Snoring – "1" to 717-297-1961 • Aches & Pains – "2" to 717-297-1961 • No Compromise – "3" to 717-297-1961 	<p>VO: For snoring issues, text the number "1" to 717-297-1961 If you struggle with aches and pains, text the number "2" to 717-297-1961 And if you've had enough of compromise, text the number "3" to 717-297-1961</p> <p>You'll have your free copy of "Sleep Better" soon.</p>
167.	<p>MCU of Host (right side)</p> <p>Graphic titles (left side): "Two Free Pillows" Graphic title (bottom third): LessSnoreMoreCuddle.com</p>	<p>HOST (on-camera): Get a great night's sleep ... naturally. Schedule your personal consultation today, get two free pillows when you visit and discover for yourself why the best value is a Cuddle Zone system from Gardner's.</p>
168.	<p>Bumper: full-screen graphic animation sequence w/Gardner's logo (top half) & Less Snore, More Cuddle (bottom half) over white background</p>	
169.	Segment 8	
170.		
171.	<p>MS of Host; Husband & Wife 1 in bed in background</p>	<p>MUSIC: (in & under / Bright Corporate A)</p> <p>HOST (on-camera): The position you sleep in each night is crucial to how you feel in the morning.</p>
172.	<p>MCU of Husband 1 facing away from camera w/head on pillow showing proper alignment Graphic animation of straight spine</p>	<p>HOST (off-camera): While the mattress is the foundation of comfort, your pillow is another important part of the equation.</p>
173.	<p>Still of pillow fill station at Gardner's store; still compresses to box (top left); reveals smiling Wife 1 on pillow</p>	<p>So we custom-fill pillows in our store to the exact firmness you need to keep your head and neck properly aligned.</p>
174.	<p>Husband & Wife 2 smiling while putting mattress protector on bed</p>	<p>What's more, Gardner's mattress protectors keep moisture from getting into your mattress ...</p>
175.	<p>Graphic animation of airflow; Husband & Wife 2 in bed</p>	<p>... while still allowing air to flow. That's key to extending your sleep system's lifespan ... AND your comfort.</p>
176.	<p>Husband & Wife 3 pulling covers up; smiling; compressed video box of elastic band being pulled over bed corner</p>	<p>You'll also LOVE to cuddle up in our comfortable, custom-fitted sheets all year round ... guaranteed to stay in place.</p>
177.	<p>Slow pan of pillows, mattress protectors & sheets</p>	<p>We offer these Sleep Essentials for one reason. OUR focus is on YOUR complete</p>

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Shot #	Video	Audio
		sleep experience so you get a great night's sleep ... EVERY night.
178.	<p>Full-screen graphic sequence of testimonial; Initial still of hand-written testimonial; Text box lifts off page that shows customer quote in typed text (Ron Brink – name does <u>not</u> appear on screen)</p> <p><i>"I am now married and believe I needed a change for my wife and I. Occasional back pain. Our experience was well worth the time and distance we travelled. The salesman topped it off with your series pillows. We will buy again from Gardner's."</i></p>	MUSIC: (in / Perfect System)
179.	<p>Slow dolly move of Husband & Wife 1 in bed resting on pillows</p> <p>Graphics title (bottom third): \$197 Value – Free (no obligation to buy)</p>	<p>MUSIC: (fade in under / Bright Corporate A)</p> <p>HOST (off-camera): Remember, when you complete a personal appointment with us, you'll receive a pair of His-and-Hers, custom-fit, custom-made pillows ... an exceptional value ... FREE ... with no obligation to buy anything.</p>
180.	MCU of Host sitting on bed; sheets & mattress protectors in packaging next to Host	HOST (on-camera): Be sure to ask us about any of these sleep accessories when you visit Gardner's Mattress and More. Schedule your in-person appointment today.
181.	MCU of Host holding "Sleep Better" book	You'll find answers to your sleep issues in "Sleep Better." Here's how to get your free copy.
182.	<p>Full screen graphic Headline "Free 'Sleep Better' Info" – bullet list builds with mention –</p> <ul style="list-style-type: none"> • Snoring – "1" to 717-297-1961 • Aches & Pains – "2" to 717-297-1961 • No Compromise – "3" to 717-297-1961 	<p>VO: If you battle snoring problems, simply text the number "1" to 717-297-1961 If aches and pains are your issue, text the number "2" to 717-297-1961 And if you're tired of compromising, text the number "3" to 717-297-1961</p> <p>When you do, you'll also receive helpful, free information instantly.</p>
183.	Bumper: full-screen graphic animation sequence w/Gardner's logo (top half) & Less Snore, More Cuddle (bottom half) over white background	
184.	Segment 9	

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Shot #	Video	Audio
185.		
186.	LS of Host w/Husband & Wife 1 in bed in background "Less Snore, More Cuddle" title graphic at bottom of screen	MUSIC: (in & under / Morning Rise) HOST (on-camera): Do you want Less Snore and More Cuddle? Most people do ... and that's why so many are sleeping well night after night and feeling better day after day ...
187.	MCU of Husband 1's side of bed being elevated	HOST (off-camera): ... thanks to our unique, Cuddle Zone systems.
188.	Slow pan of Husband & Wife 2 in bed smiling	ONLY the Cuddle Zone unlocks the power of uncompromising sleep and comfort.
189.	Dolly move of Husband 3 in bed using tablet; Wife 3 in bed using phone	Imagine having a "stay-cation" every night in your own home without compromising what you each need and want.
190.	Split screen of Husband 1 (left side) & Wife 1 (right side) in separate settings	No more sleeping in separate rooms because of nighttime "noise pollution."
191.	Husband 2 in awkward sleep position in middle of 2 beds	No more twin beds shoved together with a "Grand Canyon" in the middle.
192.	Split screen - LS of Host next to 3 beds (left side) Supered bullet list (right side): <ul style="list-style-type: none"> • Better mood • More Productivity • Enhance Romance • Better Relationship 	HOST (on-camera): Less Snore, More Cuddle systems featuring the Cuddle Zone are your secret weapon to increase happiness, lift your mood, increase productivity, enhance your romantic life and improve your relationship.
193.	Husband & Wife 1 getting out of bed smiling (morning scene)	HOST (off-camera): Mr. & Mrs. One know it's true.
194.	Slow pan of Husband & Wife 2 in bed	Mr. & Mrs. Two do, too.
195.	Husband & Wife 3 cuddled in bed	And Mr. & Mrs. Three? Well, they've kissed "compromise" good-bye ...
196.	Zoom out to LS of standing Host next to Husband & Wife 3 in bed	... with the Cuddle Zone system that's perfect for BOTH of them.
197.	MCU of Host	HOST (on-camera): Come to Gardner's Mattress and More to experience for yourself what Less Snore, More Cuddle can mean for you!
198.	Husband 2 (off-camera) puts pillow on bed in foreground; Wife 2 in bed in background elevating head end of bed Graphics title (bottom third): \$197 Value – Free (no obligation to buy)	HOST (off-camera): And when you complete a personal appointment with us, you'll receive a pair of His-and-Hers, custom-fit, custom-made pillows ... an exceptional value ... FREE ... with no obligation to buy anything.

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199.	MS of Host & 3 beds	HOST (on-camera): Once you discover the perfect fit for your personalized sleep needs and the exceptional value Gardner's gives you, it's an easy next step to investing in a Less Snore, More Cuddle system.
200.	Host on left side of screen; Graphics build on right side <ul style="list-style-type: none"> • \$250 Off Purchase Price • FREE Sleep Essentials Starter Package 	VO: With your purchase, you'll receive a significant discount, plus a FREE, Sleep Essentials Starter package ... another exceptional value.
201.	<ul style="list-style-type: none"> • No-Interest Financing FREE • Up to 60 months 	Or, with approved credit, take advantage of free, no-interest financing for up to 60-months. Just sign, sleep and dream.
202.	MCU of Host holding "Sleep Better" book	Want to learn more about your sleep issues right away? Read our free book, "Sleep Better."
203.	Full screen graphic Headline "Free 'Sleep Better' Info" – (bullet list builds with mention) <ul style="list-style-type: none"> • Snoring – "1" to 717-297-1961 • Aches & Pains – "2" to 717-297-1961 • No Compromise – "3" to 717-297-1961 	If you deal with snoring problems, text the number "1" to 717-297-1961 Aches and pains? Text the number "2" to 717-297-1961 And if you're done compromising, text the number "3" to 717-297-1961 We'll send you free information instantly plus your free copy of "Sleep Better" will be on its way to you.
204.	MCU of Host	HOST (on-camera): Let us show you the joy of sleeping well, staying well and living a better life.
205.	Host remains on-screen; Bullet list dissolves to beauty shot of store exterior	Come to Gardner's and discover what our complete sleep experience is all about.
206.	Graphic: "Gardner's Mattress & More" logo (centered); LessSnoreMoreCuddle.com (lower third)	MUSIC: (fade up & out / Morning Rise)
207.	Fade to black	

a.	Graphic title supered over background motion shot of showroom mattress w/head end in motion "The preceding was a paid presentation sponsored by	VO: The preceding was a paid presentation sponsored by Gardner's Mattress and More.
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Shot #	Video	Audio
	Gardner's Mattress and More." (top third) Gardner's logo centered in lower third	
b.	Fade to black	

"Exclusive Offer for Infomercial Viewers" :60 Script - 6/21/22

1.	Motion beauty shot of three showroom mattresses (footage from " Shot a " in opening disclaimer) Graphic logos (Gardner's & LSMC) centered in lower half & supered over motion showroom shot	MUSIC: (in & under / Designs for Life) VO: Thanks for watching this special presentation from Gardner's Mattress and More ... the home of Less Snore, More Cuddle.
2.	Sleeping Couple 1 w/pleasant expression (footage from Shot 55)	We'll help you discover the solution to getting a great night's sleep, every night ...
3.	Smiling Couple 2 on showroom mattress (footage from Shot 188)	... and wake up every morning rested, refreshed and happy.
4.	MS motion shot of three showroom mattresses w/"Cuddle Zone" animation on foreground bed (footage from Shot 19)	Whether you need a king or queen, our unique Cuddle Zone systems truly are the answer to your sleep issues.
5.	Motion shot of smiling Couple 3 using remote controls to raise & lower head end (footage from Shot 100) Graphic title: "Exclusive Offer" supered in lower third	And just for watching today's program, we have an exclusive offer for you.
6.	MS of head end of bed in motion (footage from Shot 146) Graphic title supered in bottom third "Free Bed Base - \$600 Value"	When you purchase a king or queen Cuddle Zone system from Gardner's, you'll get a free bed base upgrade valued at \$600 ...
7.	Motion MCU of Sleep Essentials Package on showroom mattress (footage from Shot 177) Graphic title supered in bottom third "Sleep Essentials Package - \$250 Value"	... PLUS receive the \$250 Sleep Essentials Package ...
8.	Freeze-frame of Sleep Essentials on showroom mattress (Shot 177 continued) Graphic title supered in bottom third: "No-Interest Financing"	... AND no-interest financing!

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<i>Shot #</i>	<i>Video</i>	<i>Audio</i>
9.	Graphic title supered in bottom third: "Lesssnoremorecuddle.com/tv"	Just go to LessSnoreMoreCuddle.com/tv now to take advantage of this exceptional, TV offer.
10.	Smiling Couple 3 on showroom mattress (footage from Shot 121)	It's time you enjoy the complete sleep experience you're dreaming of ...
11.	Full-screen white background Graphic animation of Gardner's logo slides in from left; lands in center	... from Gardner's Mattress and More ...
12.	Graphic animation of Less Snore, More Cuddle logo slides in from right to center in bottom third	... the home of Less Snore, More Cuddle.
13.	Fade to black	