

Exhibits

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24 For The Record, Inc.

25 (301) 870-8025 - www.ftrinc.net - (800) 921-5555

FEDERAL TRADE COMMISSION

I N D E X

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Wordsmart Infomercial

3

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

2 - - - - -
3 WORDSMART INFOMERCIAL

4 MALE ANNOUNCER: The following program is a
5 paid advertisement for the Wordsmart Accelerated Reading
6 and Comprehension Program.

7 (Music playing.)

8 ALEX TREBEK: Hello, everyone. I'm Alex
9 Trebek. As you can see, I'm about to go back to school,
10 but not for obvious reasons. Let me explain. Every day,
11 millions of people all across the country watch
12 television quiz shows challenge contestants on their
13 general knowledge. Well, today, I have a new challenge
14 for you.

15 Whether you want to increase your knowledge,
16 improve your grades, get into a good college, earn a
17 higher income or simply go further in life, stay tuned,
18 because it's time to join the Wordsmart phenomenon, just
19 as hundreds of thousands of people already have. Come
20 along.

21 CAROLYN INGERMANSON: I don't think I could
22 have gotten a perfect score in the English section of my
23 SAT without Wordsmart.

24 DIANE FOSTER: After doing Wordsmart, my SAT
25 scores raised 400 points. That's a huge deal.

1 MEGAN WARD: I would say I'm definitely a
2 better student thanks to WordSmart. It clearly made a
3 difference.

4 GRAHAM MUMM: After taking my first ACT test, I
5 used the Wordsmart Program, and afterwards, I had
6 dramatic results, about an eight point difference.

7 JAMILA WASHINGTON: With Wordsmart, I went from
8 a C to an A plus and I -- I was so happy about that. It
9 really helped me a lot.

10 ALEX TREBEK: Do you know what sends these
11 students through different doors of opportunity as they
12 travel through life? There is something that determines
13 which college they'll attend, what job they'll have,
14 their income level, and even who their friends will be.
15 It's not just grades, aptitude or even luck, it's general
16 knowledge and vocabulary. That's what success is
17 ultimately all about.

18 But it all starts with reading. The good news
19 is 95 percent of all students learn to read.
20 Unfortunately, only one-tenth of 1 percent reach the
21 level of general knowledge and intelligence required to
22 attend Harvard. That means just 1 out of 1,000. Is your
23 child the 1 out of 1,000 with a general knowledge and
24 intelligence to get them into an Ivy League school? Will
25 they go to college at all?

1 Thanks to the Wordsmart Accelerated Reading and
2 Comprehension Program, you can learn 10 to 100 times
3 faster. That's because Wordsmart is based on multi-
4 sensory technology that accelerates the way the human
5 brain learns information. Wordsmart is for students of
6 every age, grade school, middle school, high school,
7 college and even adults.

8 Although it's guaranteed to improve letter
9 grades, SAT, ACT, GRE, GMAT and IQ scores, Wordsmart is
10 not just a test-taking course, which can be boring and
11 expensive. Instead, it's a fun and very effective
12 program designed to help your child acquire one of the
13 most powerful tools in the world, knowledge.

14 And, now, you have the opportunity to give your
15 child the advantage they need to succeed in school and in
16 life. So, don't miss your chance to take the Wordsmart
17 challenge and see for yourself how Wordsmart can help any
18 student read, write, and speak better in just 30 days.
19 Guaranteed.

20 KIM VALENTINE: The best thing that you can do
21 for your child to really increase their level of
22 vocabulary, to increase their love of words, and to
23 increase their ability to learn new material is to use a
24 product like Wordsmart.

25 MEGAN WARD: After using Wordsmart and after

1 gaining all these skills from it, college is easier to
2 me.

3 FAYE BOWMAN: Wordsmart, from my point of view,
4 is one of the most important things you can give a
5 youngster to improve their vocabulary, their fluency,
6 their comprehension, and their self-esteem.

7 MIKE ZIEFF: My grades are going up, you know.
8 They were at Bs and now they're going up to As. And it's
9 just like it's changed my life and turned it around so
10 much that it's like, now, I can see my goal and it's
11 really close.

12 EILEEN ZIEFF: Having Wordsmart made me feel so
13 much better about knowing that he now -- you know, I feel
14 really good about his future.

15 DOTTIE BENSON: Had Wordsmart been around in my
16 era, I know that my path would have changed.

17 ALEX TREBEK: The man behind Wordsmart, David
18 Kay, is a pioneer in learning and education research. As
19 a child, he was introduced to groundbreaking research by
20 the father of aptitude testing, Johnson O'Connor. The
21 early interactive teaching machines developed by Kay and
22 O'Connor proved very effective in rapidly improving a
23 student's vocabulary, and as a result, improving their
24 performance on intelligence tests.

25 To this day, Wordsmart is the only company

1 licensed to employ this breakthrough technology.

2 DAVID KAY: I wanted to bring this valuable
3 material into every student's life, every child's life,

4 ALEX TREBEK: The road to knowledge is built on
5 vocabulary, and this is where Wordsmart excels. The
6 words found in the Wordsmart program are placed in
7 strategic order, making it a whole lot easier to acquire
8 vocabulary and knowledge.

9 MEGAN WARD: It gives you a better way to learn
10 the material, and since learning is more interesting with
11 Wordsmart, I'm more excited about learning.

12 MARILYN SHERWOOD: Wordsmart is the best
13 program I've ever come across in the 35 years that I've
14 been teaching.

15 MAREIKA FRIEDRICH: You have a good education,
16 you get a good job, you have a successful, comfortable
17 life, and that's what we want for our kids. And we
18 believe that Wordsmart can help us and our children
19 achieve that goal.

20 DIANE FOSTER: Doing the Wordsmart, doing that
21 whole program, it was a -- it really put me a step
22 forward, and that's the best thing to do, especially
23 senior year in high school, going into college, that's
24 exactly where you want to be, that one step forward.

25 MALE ANNOUNCER: Do you know what determines

1 which college you'll attend, what job you'll have, your
2 income level and even who your friends will be? It's
3 your general knowledge and vocabulary. Introducing
4 Wordsmart, the innovative vocabulary and comprehension
5 program that takes learning to an entirely new level.
6 With Wordsmart, children, teens and adults across the
7 country are gaining new levels of knowledge in just two
8 to three 20-minute sessions a week.

9 Wordsmart is the best advantage a parent can
10 give their child of any age. And working adults gain the
11 skills and confidence they need to get ahead. Learn 10
12 to 100 times faster with Wordsmart. This exclusive
13 multi-sensory interactive computer program brings
14 learning to a new dimension. The end result is you learn
15 more faster. That's because Wordsmart's five modes of
16 learning teach people to learn a word after viewing it
17 just one to five times, instead of having to view that
18 same word 20 to 50 times. And the more words you know,
19 the quicker you learn and retain new concepts and
20 information. That's the path to knowledge and
21 opportunity only Wordsmart can offer.

22 Wordsmart is fast, fun and easy to use. Just
23 like an exciting computer game that kids can do on their
24 own. Wordsmart guarantees your child can increase letter
25 grades and standardized test scores and improve their

1 chances of acquiring the college degree of their choice.
2 And adults can enjoy increased vocabulary and
3 comprehension, better communication skills and greater
4 income potential.

5 ALEX TREBEK: So, don't miss your chance to
6 take the Wordsmart challenge and see for yourself how
7 Wordsmart can help any student read, write and speak
8 better in just 30 days. Guaranteed.

9 MALE ANNOUNCER: Call now to try the complete
10 Wordsmart system through this exclusive television offer
11 risk-free for 30 days for just \$14.95. Shipping is free.
12 That's right, just \$14.95 to try the complete Wordsmart
13 system risk-free.

14 After using Wordsmart for 30 days, if you or
15 your child doesn't begin reading, writing and speaking
16 better, simply send it back and we'll refund your \$14.95.

17 Choosing your program is easy. Wordsmart
18 offers four complete learning levels, grade school,
19 middle school, high school and college adult, or ask your
20 operator about a Wordsmart program for your entire
21 family.

22 Also included, the Wordsmart user guide, word
23 lists and video tutorial. You'll also receive the
24 Wordsmart challenge CD. This fun, interactive assessment
25 activity determines your precise Wordsmart entry point

1 within your program for accelerated learning.

2 And there's more, order in the next 20 minutes
3 and you'll also receive the Wordsmart Progressive Reader
4 CD. This award-winning speed-reading program is designed
5 to improve reading speed up to ten times, while improving
6 comprehension.

7 As an added bonus, you'll also receive the
8 Wordsmart Mastermind CD. This interactive vocabulary
9 building game is fun for the whole family. These free
10 gifts, valued at over \$100, are yours to keep even if you
11 return the Wordsmart program. But you must call in the
12 next 20 minutes. Call now and take the Wordsmart
13 challenge risk-free for 30 days for only \$14.95.
14 Shipping is free.

15 If you decide not to keep Wordsmart, we'll
16 refund your \$14.95 and you can keep the Wordsmart
17 Progressive Reader and Mastermind CDs as our gift to you.
18 Your satisfaction is 100 percent guaranteed, so don't
19 miss your chance to call now. Give your child or
20 yourself the gift of knowledge and the edge to succeed
21 with Wordsmart.

22 MALE ANNOUNCER: Call 1-800-504-2302. That's
23 1-800-504-2302. Don't delay. Call now.

24 ALEX TREBEK: Research in a Time Magazine
25 article states the average vocabulary of a 14-year-old in

1 1950 was 25,000 words. Today, it is less than half at
2 just 10,000 words. At that rate, even good students are
3 behind earlier generations.

4 With the information explosion, our vocabulary
5 shouldn't be going down, it should be going up. But
6 there is a way to reverse this trend. By building better
7 reading, writing and speaking skills with the compelling,
8 fun and easy-to-use Wordsmart Accelerated Reading and
9 Comprehension Program. This program gives students the
10 tools to close the vocabulary and comprehension gap and
11 puts them on the road to immediate success in the
12 classroom and beyond.

13 CAROLYN DALEY: She started using the
14 Wordsmart. One thing I noticed about her, because she is
15 a little shy, that her confidence came up.

16 ALLIE BENSON: I've noticed I have more
17 confidence writing my papers. I don't feel like I'm just
18 putting words on paper. I feel like I'm actually
19 communicating something in a very effective way.

20 ALEX TREBEK: As parents, we all have high
21 expectations for our children, but the truth is most
22 children are falling short of where they need to be. By
23 fourth grade, 70 percent of all public school students
24 already read below proficient levels. In fact, studies
25 show that, in some states, up to one-third of high school

1 students don't even graduate.

2 ALEX TREBEK: If a student is going to
3 struggle, when exactly will he begin falling behind?

4 DAVID KAY: After third grade, when you're past
5 the mechanics of reading, vocabulary is 55 percent of the
6 reading challenge. It plays a tremendous role in reading
7 comprehension. If they're behind at this point, what
8 could be a lifelong struggle begins.

9 MICHAEL SHAND: As soon as they reach a level
10 where they're able to read basic text, they could begin
11 working with the lower levels of Wordsmart.

12 ALEX TREBEK: What's the next threshold after
13 the third grade?

14 DAVID KAY: The next learning threshold is at
15 the beginning of middle school, then again at high
16 school, then at the start of college, as textbooks become
17 increasingly more difficult.

18 ALEX TREBEK: So, students from third grade on
19 through middle school, high school, college and even
20 adults, all of them can benefit from Wordsmart.

21 So, what's happening with your children? Are
22 their futures in jeopardy? Will they gain the knowledge
23 they need to become leaders or will they be resigned to
24 be followers and perhaps relinquish their hopes and
25 dreams?

1 MICHAEL SHAND: Through Wordsmart and improving
2 your vocabulary and, in turn, improving your knowledge
3 base, you're likely to be more successful in anything you
4 do.

5 ALEX TREBEK: How does Wordsmart make it an
6 easy, attainable goal for students of all ages?

7 DAVID KAY: Wordsmart breaks everything down
8 into manageable time periods. All it takes is just two
9 to three 20-minute sessions per week.

10 ALEX TREBEK: I've heard you speak the term
11 "learning frontier" on a number of occasions. What is it
12 and how does it play a role in the Wordsmart program?

13 DAVID KAY: When you first get Wordsmart, you
14 take the Wordsmart challenge.

15 ALEX TREBEK: What's that?

16 DAVID KAY: It's a fun test that will determine
17 at what point in a program you should begin using
18 Wordsmart.

19 ALEX TREBEK: Ah-ha. So, there are different
20 entry level points.

21 KIM VALENTINE: What Wordsmart does is it
22 allows students to come in at their level so they won't
23 be frustrated or they won't be bored.

24 FAYE BOWMAN: All students are different. They
25 come from different backgrounds. To teach vocabulary

1 effectively, you have to know the level and a student
2 needs to be on that level or they don't comp -- or they
3 don't retain it as well.

4 RAY KINNE: So, it's going to start you off at
5 the level that's right for you. It's not going to be too
6 hard; it's not going to be too easy. And that's the most
7 important thing for it being engaging.

8 ALEX TREBEK: This is so much like the video
9 games that my children play all the time, but I can't
10 imagine them not wanting to spend time with this program
11 in order to acquire knowledge. It's fun.

12 DIANE FOSTER: Wordsmart really -- they didn't
13 just put it right in front of me. It was like a game,
14 more or less, and it was -- it was fun -- it was fun
15 learning and I really felt like I was absorbing it, too.

16 KIM VALENTINE: Because Wordsmart approaches
17 this from different angles, it's actually making
18 connections in the brain. And the more connections you
19 make, the better you learn and the better you retain it.

20 ADORA SVITAK: Wordsmart has helped me a great
21 deal. I'm learning new vocabulary, helping me use it in
22 my stories, and it -- it has given me the chance to write
23 better, to improve my writing technique by adding in new
24 words for more descriptive writing. So, it definitely
25 has helped me.

1 ALEX TREBEK: One of the things that impresses
2 me the most about Wordsmart, and you've seen it, is how
3 engaging the program is. Well, to get the reaction of
4 first-time users, we took Wordsmart to a local mall and
5 we challenged children and adults to experience this
6 enjoyable interactive program.

7 CHILD: Woo-hoo. It challenges your brain to
8 make -- it makes the person who's playing the game want
9 to be smarter.

10 UNIDENTIFIED MALE: Yes, I got myself sucked
11 in. I wanted to go to the next game and I want to go to
12 the next level.

13 UNIDENTIFIED FEMALE: You're going to sound
14 more intelligent with Wordsmart, which is good.

15 LAURA MIRABELLA: Sometimes students fall
16 behind if they're unable to keep up with the new
17 vocabulary that they're being taught, but Wordsmart is a
18 great way to provide that additional practice and
19 motivation for them to continue learning vocabulary and
20 experience vocabulary and making the growth that they
21 need in the following years.

22 UNIDENTIFIED MALE: It's actually pretty fun.
23 I had a little bit of fun. Like I kept asking them if I
24 could play the game -- play it again.

25 UNIDENTIFIED FEMALE: I've taken my SAT and

1 there's so many vocabulary words and, like, I think I saw
2 one on Wordsmart. And I was like, oh, that's the answer.

3 CHILD: The program was really cool, actually,
4 because it had a lot of vibrant colors, it had all this.
5 It's more interactive. It's got little sounds. And then
6 I liked it. It was fun. It will make your talking
7 better, your speech. It will help you better like
8 writing essays.

9 LAURA MIRABELLA: Wordsmart keeps kids drawn
10 in. Since it's a computer-based program, children are
11 excited to use the computer. They're motivated to have
12 the hands-on experience. They get to interact with the
13 computer and it's a great way to support their vocabulary
14 and comprehension development.

15 UNIDENTIFIED FEMALE: I never knew this word
16 existed, and then you like learn it and it's just -- it
17 gets you smarter.

18 MALE ANNOUNCER: Like it or not, people judge
19 us on how well we speak and write. Since the 1950s, the
20 vocabulary of a teenager has dropped 60 percent, from
21 25,000 words to just 10,000 words. And the effects of
22 reduced vocabulary continue into adulthood with lower
23 paying jobs and fewer opportunities.

24 But, now, any child, teen or adult, can close
25 the vocabulary gap. Introducing Wordsmart, the

1 innovative learning program that quickly improve
2 vocabulary and comprehension. With Wordsmart, children,
3 teens and adults across the country are gaining new
4 levels of knowledge in just two to three 20-minute
5 sessions a week.

6 Wordsmart is the best advantage a parent can
7 give their child of any age. And working adults gain the
8 skills and confidence they need to get ahead. Learn 10
9 to 100 times faster with Wordsmart. This exclusive
10 multi-sensory interactive computer program brings
11 learning to a new dimension. The end result is you learn
12 more faster. That's because Wordsmart's five modes of
13 learning teach people to learn a word after viewing it
14 just one to five times, instead of having to view that
15 same word 20 to 50 times. And the more words you know,
16 the quicker you learn and retain new concepts and
17 information. That's the path to knowledge and
18 opportunity only Wordsmart can offer.

19 Wordsmart is fast, fun and easy to use. Just
20 like an exciting computer game that kids can do on their
21 own. Wordsmart guarantees your child can increase letter
22 grades and standardized test scores and improve their
23 chances of acquiring the college degree of their choice.
24 And adults can enjoy increased vocabulary and
25 comprehension, better communication skills and greater

1 income potential.

2 DIANE FOSTER: Wordsmart helped me get smart.

3 MEGAN WARD: Since learning is more interesting
4 with Wordsmart, I'm more excited about learning.

5 RICHARD ZIEFF: I think Wordsmart does one
6 thing, it teaches you how to learn, it just doesn't feed
7 you information.

8 EILEEN ZIEFF: Right.

9 SARABETH HUGHES: It took me nine weeks to jump
10 two grade levels using Wordsmart.

11 ALEX TREBEK: So, don't miss your chance to
12 take the Wordsmart challenge and see for yourself how
13 Wordsmart can help any student read, write and speak
14 better in just 30 days. Guaranteed.

15 MALE ANNOUNCER: Call now to try the complete
16 Wordsmart system through this exclusive television offer
17 risk-free for 30 days for just \$14.95. Shipping is free.
18 That's right, just \$14.95 to try the complete Wordsmart
19 system risk-free.

20 After using Wordsmart for 30 days, if you or
21 your child doesn't begin reading, writing and speaking
22 better, simply send it back and we'll refund your \$14.95.

23 Choosing your program is easy. Wordsmart
24 offers four complete learning levels, grade school,
25 middle school, high school and college adult, or ask your

1 operator about a Wordsmart program for your entire
2 family.

3 Also included, the Wordsmart user guide, word
4 lists and video tutorial. You'll also receive the
5 Wordsmart challenge CD. This fun, interactive assessment
6 activity determines your precise Wordsmart entry point
7 within your program for accelerated learning.

8 And there's more, order in the next 15 minutes
9 and you'll also receive the Wordsmart Progressive Reader
10 CD. This award-winning speed-reading program is designed
11 to improve reading speed up to ten times, while improving
12 comprehension.

13 As an added bonus, you'll also receive the
14 Wordsmart Mastermind CD. This interactive vocabulary
15 building game is fun for the whole family. These free
16 gifts, valued at over \$100, are yours to keep even if you
17 return the Wordsmart program. But you must call in the
18 next 15 minutes. Call now and take the Wordsmart
19 challenge risk-free for 30 days for only \$14.95.
20 Shipping is free.

21 If you decide not to keep Wordsmart, we'll
22 refund your \$14.95 and you can keep the Wordsmart
23 Progressive Reader and Mastermind CDs as our gift to you.
24 Your satisfaction is 100 percent guaranteed, so don't
25 miss your chance to call now. Give your child or

1 yourself the gift of knowledge and the edge to succeed
2 with Wordsmart.

3 MALE ANNOUNCER: Call 1-800-504-2302. That's
4 1-800-504-2302. Don't delay. Call now.

5 ALEX TREBEK: Like it or not, people judge us
6 on how well we speak and write. Now, with the
7 contestants I've seen on television, I know without a
8 doubt words are the building blocks to knowledge.

9 It begins with vocabulary. Knowing the exact
10 meaning of a word leads to greater comprehension. With
11 increased comprehension and understanding comes
12 knowledge. It's simple. The more we know, the more
13 intelligence and opportunity we have.

14 ALEX TREBEK: But let's focus on what I think
15 is one of the most compelling parts of the Wordsmart
16 program, and that is the use of a real human voice. I
17 like that.

18 (Game speaking.)

19 DAVID KAY: Learning the sound of a word is the
20 first stage in the learning process.

21 (Game speaking.)

22 DAVID KAY: When you only see a word, it
23 usually takes 20 to 50 exposures to master it. Wordsmart
24 cuts that number down to just one to five exposures.
25 Wordsmart offers a spoken explanation for each word along

1 with proper pronunciation.

2 (Game speaking.)

3 DAVID KAY: So, a word is stored in your mind
4 through sight and sound making it much easier to retain
5 that word for a lifetime.

6 KIM VALENTINE: That's what Wordsmart does. It
7 has that auditory -- auditory component to it, and the
8 students will enjoy the sounds that they hear. That
9 instills that love of words that you have to have to
10 really develop your vocabulary.

11 ALEX TREBEK: Wordsmart is changing the lives
12 of students all over the country. At the private Grauer
13 School in San Diego, California, for example, every child
14 experiences the benefits of improved reading and
15 comprehension with the Wordsmart program. Let's see how
16 Wordsmart is preparing these future quiz show
17 contestants, shall we?

18 BRIDGET VOLK: Wordsmart was definitely the
19 most fun way to learn vocabulary.

20 RANDY POWELL: You forget that you're learning
21 because it's so much fun.

22 TINA MOELLER: One day, we had learned 50 to 60
23 new vocabulary words and a lot of those words came up on
24 the SATs or in the different literature we were reading,
25 and I know that my teacher saw a huge difference in the

1 way that our whole class was writing.

2 JOHN RUBIO: The Grauer School students have
3 probably had a 100 percent turnaround and -- in terms of
4 like joy over vocabulary now. They look forward to the
5 day of the week when we're actually going to be doing
6 Wordsmart.

7 TINA MOELLER: I think Wordsmart's a really
8 good way to learn. I think anything that you're
9 interactive with is a lot more fun and you actually want
10 to learn. I know a lot of kids actually came in at break
11 and just did Wordsmart for fun.

12 JOHN RUBIO: It doesn't matter whatever your
13 aspiration is, you're going to need words, you're going
14 to need Wordsmart.

15 DANIELLE DEAN: I do better when I'm writing
16 stories or essays and -- because I can use higher
17 vocabulary.

18 TINA MOELLER: On the ACT, my score was lower
19 than I had originally wanted it to be. So, I was kind of
20 skeptical about getting into a really good college. But
21 after doing Wordsmart for a few months, my score improved
22 immensely, about five points, and I was really confident
23 that I was going to go to the school my choice.

24 BRIDGET VOLK: The second time I took the SATs,
25 I noticed a lot of the Wordsmart words and it increased

1 my test score by at least 100 points.

2 RANDY POWELL: Absolutely by using Wordsmart, I
3 can guarantee you that it will broaden your vocabulary
4 and help you get into better colleges.

5 STUART GRAUER: Well, at the Grauer School,
6 we're really serious about college preparation, and
7 that's why we use Wordsmart. There's no question in my
8 mind that if somebody works diligently at Wordsmart, that
9 it's going to improve their college test prep scores and
10 get them into a better college. If you jump up 100
11 points in your SAT prep in verbal, you've just jumped
12 over thousands of kids in the country in your -- in your
13 pick of colleges.

14 RAY KINNE: Our school is broken up into six
15 small schools. At the end of one school year, our
16 principal had actually come to me and said, your
17 vocabulary scores are the lowest out of all the six
18 schools, what are you going to do about it? Wordsmart
19 seemed like the best choice. I went ahead and used it
20 the following year, worked on vocabulary hard with
21 students, and the following year, we actually outpaced
22 all of the other schools and we beat them by 50 percent.

23 UNIDENTIFIED FEMALE: I see the Wordsmart
24 opening a lot of doors for her and giving her the
25 confidence to know that she'll be able to do whatever it

1 is she'd like to do.

2 UNIDENTIFIED MALE: Life's way too short not to
3 take every advantage you can get and Wordsmart gives you
4 that advantage.

5 UNIDENTIFIED FEMALE: You will notice it right
6 away. You personally will feel better about learning and
7 school and the rest of your life. You'll be able to see
8 it in an SAT score, in a paper. Wordsmart is worth it.
9 Why not? That's -- I just -- why not? It's amazing.

10 ALEX TREBEK: So, which door of opportunity
11 will your child pass through in life? Wordsmart can help
12 your child reach their potential with increased general
13 knowledge, vocabulary and reading comprehension. Take
14 the Wordsmart challenge right now and perhaps one day
15 your knowledge will be tested on a popular television
16 quiz show. Read, write and speak better now with
17 Wordsmart.

18 MALE ANNOUNCER: Imagine getting a college
19 degree and earning on average double of those without a
20 college education or graduating from Harvard and earning
21 more than eight times more. It all starts with a higher
22 SAT score. Just 100 points higher and you'll jump over
23 thousands of students in getting into the college of your
24 choice.

25 And, now, there's a guaranteed way to increase

1 SAT scores an unprecedented 200 points. Introducing
2 Wordsmart, the innovative learning program that quickly
3 improves vocabulary and comprehension. With Wordsmart,
4 children, teens and adults across the country are gaining
5 new levels of knowledge in just two to three 20-minute
6 sessions a week.

7 Wordsmart is the best advantage a parent can
8 give their child of any age. And working adults gain the
9 skills and confidence they need to get ahead. Learn 10
10 to 100 times faster with Wordsmart. This exclusive
11 multi-sensory interactive computer program brings
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13 DIANE FOSTER: After doing Wordsmart, my SAT
14 scores raised 400 points. That's a huge deal.

15 CAROLYN INGERMANSON: I don't think I could
16 have gotten a perfect score in the English section of my
17 SAT without Wordsmart.

18 GRAHAM MUMM: After taking my first ACT test, I
19 used the Wordsmart program, and afterwards, I had
20 dramatic results, about an eight point difference.

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25 MALE ANNOUNCER: Call now to try the complete

1 Wordsmart system through this exclusive television offer
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19 Script To Screen, direct thinking for direct response.

20 (The recording was concluded.)
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MATTER NUMBER: 1323161

CASE TITLE: WORDSMART

TAPING DATE:

TRANSCRIPTION DATE: DECEMBER 9, 2013

I HEREBY CERTIFY that the transcript contained herein is a full and accurate transcript of the tapes transcribed by me on the above cause before the FEDERAL TRADE COMMISSION to the best of my knowledge and belief.

DATED: DECEMBER 9, 2013


ELIZABETH M. FARRELL


C E R T I F I C A T I O N O F P R O O F R E A D E R

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TERMAGANT

DEFINITION:

A scolding, overbearing woman, shrew, virago, vixen, boisterous and turbulent female, a Xanthippe.

Look for practice word options

SAT/ACT Practice Question


Microwave technology has been studied for years. But only recently has the potentially harmful effects of regular microwave use become a concern. No **RIGHT**.

A) Microwave technology has
B) for years, but
C) has
D) use become
E) No error

JAN. (Section 8 (Reading) Question 28. 12)

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Word of the Day

TERMAGANT

(n) f

Definition:

A scolding, overbearing woman, shrew, virago, vixen, boisterous and turbulent female, a Xanthippe.

*Click for meaning • email friend

SAT/ACT Practice Question

Mikrowave technology has been studied for years. But only recently has the potentially harmful effects of regular microwave use become a concern. To .

A) Microwave technology has

B) for years, but

C) has


D) use become

E) No error

JAC, Section 8 (Writing) Question 28, 12

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SAT/ACT Practice Question

Discourse indicators has been studied for years. But only recently has the potentially harmful effects of regular microwave use become a concern. To .

A) Microwave technology has
 B) for years, but
 C) has
 D) use become
 E) No error



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—TheTutorReviews.com, SAT/ACT Prep Software Review 2011

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Word of the Day

TERMAGANT

ter-mă-gant


Definition:
A scolding, overbearing woman; shrew, virago, vixen, boisterous and turbulent female, a Xanthippe.

SAT/ACT Practice Question

Microwave technology has been studied for years, but only recently has the potentially harmful effects of regular microwave use become a concern, to .

A) Microwave technology has
B) for years, but
C) has
D) use become
E) No error

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—THEIRREVIEWS.COM, SAT/ACT Test Software Reviews 2011

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Word of the Day

TERMAGANT

Definition:

A scolding, overbearing woman, shrew, virago, vixen, boisterous and turbulent female, a Xanthippe.

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SAT/ACT Practice Question

Microwave technology has been studied for years. But only recently has the potentially harmful effects of regular microwave use become a concern. No **RIGHT**.

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B) for years, but

C) has

D) use become

E) No error

JCL - Section 8 (Reading) - Question 28.12

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Word of the Day

TERMAGANT

Definition:

A scolding, overbearing woman; shrew, virago, vixen, boisterous and turbulent female, a Xanthippe.

*Made for pleasure - avoid spam!

SAT/ACT Practice Question

Microwave technology has been studied for years, but only recently has the potentially harmful effects of regular microwave use become a concern. No **error**.

A) Microwave technology has

B) for years, but

C) has


D) use become

E) No error

*All content is original. Question ID: 12

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Word of the Day

TERMAGANT

(n) f

Definition:

A scolding, overbearing woman; shrew, virago, vixen, boisterous and turbulent female, a Xanthippe.

Look for quality - word origin

SAT/ACT Practice Question

Microwave technology has been studied for years. But only recently has the potentially harmful effects of regular microwave use become a concern. To .

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B) for years, but

C) has


D) use become

E) No error

JAC, Section 8 (Writing) Question 28, 12

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Word of the Day

TERMAGANT

(n)

Definition:
A scolding, overbearing woman; shrew, virago, vixen, boisterous and turbulent female, a Xanthippe.

Look for analogy - word opposites

SAT/ACT Practice Question


Microwave technology has been studied for years. But only recently has the potentially harmful effects of regular microwave use become a concern. No more.

A) Microwave technology has
B) for years, but
C) has
D) use become
E) No error

J. G. Jackson & Writing, Question # 12

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TopReviews.com, SAT/ACT Prep Software Review 2011

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Word of the Day

TERMAGANT

(n)

[derivation]

A scolding, overbearing woman, (Heb. *virage*, *viver*, boisterous and turbulent female, a Xanthippe.

Click for details / email contact

SAT/ACT Practice Question

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A) Microwave technology has

B) for years, but


C) has

D) use become.

E) No error

[Back to Question] [Next Question]

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Below the pop-up, the website background shows a navigation menu on the left and a footer with the text "© 2014 WordSmart, Inc. All rights reserved." At the bottom of the page, there are three product cards:

- WORDSMART**: A card with a book cover image and the text "WordSmart Vocabulary and Reading Program".
- SAT/ACT Practice Question**: A card with a question: "Professor Greenwald was often a strict instructor. He only allowed two his graduate students to attend classes. He was known to be very demanding and..." followed by four multiple-choice options: A) He was a demanding teacher, B) He was a strict instructor, C) He was a strict teacher, D) He was a strict professor.
- PLAY NOW! VOCABULARY CHALLENGE**: A card with a circular "PLAY NOW!" badge and the text "VOCABULARY CHALLENGE".

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