

HD RADIO - DOWN THE TOILET

(EFX-TOILET FLUSHING)

(ANN)- THIS IS THE SOUND OF A TOILET FLUSHING. IT'S THE SAME SOUND YOU HEAR EVERY TIME YOU PAY FOR THAT \$4 LATTE OR THE VALET AT THAT FANCY RESTAURANT. YOUR HARD EARNED MONEY GOES RIGHT DOWN THE TOILET.

(EFX-LOTS OF COINS HITTING THE TABLE)

(ANN)- YOU KNOW THIS SOUND. IT'S THE SAME THING YOU HEAR WHEN YOU BUY AN HD RADIO. YOU NOT ONLY GET ALL THE GREAT LOCAL STATIONS YOU LOVE BUT ALL THE GREAT NEW ONES YOU NEVER KNEW EXISTED. AND YOU'LL NEVER PAY A MONTHLY SUBSCRIPTION FEE. SO TO REVIEW...

(EFX-TOILET FLUSHING)

(ANN)-THIS IS THE SOUND OF YOU WASTING YOUR HARD EARNED MONEY.

(EFX-COINS)

(ANN)-AND THIS IS THE SOUND OF WHAT YOU'LL SAVE WHEN YOU GET AN HD RADIO. HONEY, THE TOILET'S CLOGGED!

(TAG)- MORE STATIONS, NO MONTHLY FEES. HD RADIO, A GOOD DEAL MORE.

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HD RADIO – IT’S A DEAL

(SMART, YOUNG FEMALE)

(F)– I NEVER BUY ANYTHING UNLESS IT’S A DEAL. I CLIP COUPONS, I LOOK FOR SALES, AND I’M ALWAYS SEARCHING FOR THE BARGAIN OF THE CENTURY. WHICH IS WHY I’M SO HAPPY WITH MY NEW HD RADIO; IT’S NOT ONLY A GREAT BARGAIN, IT’S AMAZING WHAT YOU GET. I GET ALL THE GREAT LOCAL STATIONS I LOVE, AND I’VE DISCOVERED LOTS OF NEW ONES I NEVER KNEW EXISTED. NEW HD RADIO’S COST AS LITTLE AS \$50 AND THERE’S NEVER ANY MONTHLY FEE...EVER. I’M A TOUGH COOKIE WHEN IT COMES TO FINDING BARGAINS, BUT NOTHING BEATS HD RADIO.

(TAG)– MORE STATIONS, NO MONTHLY FEES. HD RADIO, A GOOD DEAL MORE.

HD RADIO – LAWN SEATS

(20–SOMETHING COUPLE ON LAWN SEATS AT A CONCERT)

(EFX–OUTDOORS, CROWD MURMUR IN BETWEEN ACTS)

(MAN)– NICE NIGHT FOR A CONCERT, AND I CAN'T WAIT TO HEAR THESE GUYS PLAY LIVE.

(WOMAN)– AND IT'S SO COOL WE FOUND THEM ON THAT NEW HD RADIO STATION YOU LOVE.

(MAN)– YEAH, THERE'S SO MANY NEW STATIONS TO LISTEN TO AND LOTS OF GREAT NEW MUSIC. AND THE RADIO WAS ONLY ABOUT 50 BUCKS.

(WOMAN)– AND NO MONTHLY FEES.

(MAN)–GREAT MUSIC, GREAT CONCERT, GREAT DEAL. THANKS HD RADIO!

(WOMAN)– LOOK, HERE THEY COME!

(EFX–CROWD NOISE PICKS UP)

(TAG)– MORE STATIONS, NO MONTHLY FEES. HD RADIO, A GOOD DEAL MORE.

(:05 – :10 avail to plug local HD2s or HD3s)

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HD RADIO – MY CAR IS ALIVE

(LOOSE TAKEOFF ON THE “NIGHTRIDER” CONCEPT WITH THE TALKING CAR OR EVEN A MODERN-DAY GPS VOICE)

(EFX-CAR ENGINE, COUPLE SITTING IN THEIR NEW CAR)

(MAN)- THIS CAR IS SIX MONTHS OLD AND IT STILL RUNS LIKE NEW.

(WOMAN)-I LOVE THE INTERIOR AND ALL THE FEATURES.

(MAN)- AND CHECK OUT THE RADIO...

(EFX-TRIES TO TURN ON RADIO, FAILS)

(MAN)-HEY, IT WON'T GO ON.

(CAR VOICE)-PLEASE INSERT \$12.99.

(WOMAN)-WHAT WAS THAT?

(CAR VOICE)-THIS IS YOUR SATELLITE RADIO TALKING.

(MAN)-HUH?

(CAR VOICE)-YOUR FREE TRIAL IS UP. YOU NOW OWE A \$12.99 SUBSCRIPTION FEE-FOR THE REST OF YOUR LIFE.

(WOMAN)- HONEY, I THINK WE NEED AN HD RADIO.

(MAN)-YOU'RE RIGHT. GREAT NEW STATIONS AND NO MONTHLY FEES SOUNDS GOOD TO ME. AND NO PSYCHO CAR RADIO.

(CAR VOICE)- I HEARD THAT.

(TAG)-MORE STATIONS, NO MONTHLY FEES. HD RADIO, A GOOD DEAL MORE.

HD RADIO – PLAY BALL (:30)

(EFX-CROWD, BASEBALL GAME, ORGAN)

(PLAY BY PLAY ANNOUNCER)–We head to the 8th inning with the score tied at 2.

(Producer)– And we're clear.

(Color Analyst)– Great game!

(PBPA)– Speaking of great, I just bought an HD Radio.

(CA)– Really?

(PBPA)– I get all these new stations and it was very affordable! HD Radio's start as low as \$50.

(CA)– That's a **steal**.

(PBPA)– And I get twice as many stations for no extra charge.

(CA)– Nothing wrong with a **double play**.

(PBPA)– And the best part is I never have to pay a monthly subscription fee.

(CA)– Sounds like HD Radio's a **grand slam**!

(PBPA)– OK, enough with the baseball clichés, we get it.

(CA)– Sorry.

(TAG)– Learn more about HD Radio at HD Radio dot com. More stations, no monthly fees. HD Radio, a good deal more.

HD RADIO - VACATION

(FAMILY PACKING THE CAR FOR A SUMMER VACATION)

(EFX-OUTDOORS, CLUTTER, PENCIL)

(WIFE)- THIS YEAR, I'M GETTING SMART. BEFORE THIS VACATION STARTS, I'M USING A CHECKLIST BECAUSE WE ALWAYS FORGET SOMETHING.

(HUSBAND)- GOOD IDEA, LET'S SEE...SUNSCREEN...

(KID)-CHECK

(HUSBAND)-COOLER...

(WIFE)-CHECK

(HUSBAND)-FLIP FLOPS

(KID 2)-CHECK

(HUSBAND)- HD RADIO

(SILENCE)

(HUSBAND)-HEY, WHO FORGOT THE HD RADIO? WHAT'S A VACATION WITHOUT GREAT MUSIC? I CHECKED ON HD RADIO DOT COM AND FOUND ALL THESE COOL STATIONS WHERE WE'RE GOING. AND THE MONEY WE SAVE ON MONTHLY FEES WILL PAY FOR MY GOLF.

(WIFE)-OR MY MASSAGE

(KID)- OR GO-KARTS!

(TAG)- MORE STATIONS, NO MONTHLY FEES. HD RADIO, A GOOD DEAL MORE.

(:05 FOR LOCAL HD2 PLUG)

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