

2-14-05 REV. Leader Pharmacy / "Mercury Free March – Exchange #1" :29.5TV
 Code: LPG - 094

Video Audio

b&w footage / full screen / TAPE #2
B 01-12-34-00 m/s she opens mirror :06 **Ann. V/O CUT # 2 CD - dramatic music under:**
 The silver mercury fever thermometer

B 01-11-01-15 c/u she grabs old therm. :05 you have in your home may be harmful

B 01-08-12-00 w/s she drops it :07.5 to you, your family and the environment -

B 01-20-14-00 m/s she holds it up :02.5 especially if it breaks - :08.

diss: color footage / blue letterbox & white cg (cross fade dramatic music & leader jingle)
 upper screen cg throughout: MERCURY FREE MARCH

TAPE #1

lower screen cg: **Ann. V/O CUT # 1 CD - leader music under:**
EXCHANGE MERCURY THERMOMETERS (z-back & diss: off)

B 01-13-00-15 w/s lady @ counter :03 During the month of March, :02

B 01-04-15-15 w/s pharm. looks down :02 protect your family and get :01

B 01-10-55-00 c/u hold up new therm. :03 a new digital thermometer, :02

lower screen cg:
NO PURCHASE NECESSARY (z-back & diss: off)

B 01-12-27-00 w/s she pulls out bag :03 absolutely free, just by bringing :02

B 01-17-09-00 c/u old therm. in bag :03.5 your mercury thermometers
 to any participating Leader Pharmacy :02

lower screen cg: **Ann. V/O: CUT # 4**
LIMIT ONE PER HOUSEHOLD (z-back & diss: off)

B 01-07-09-15 m/s pharm :03 Place them in a small plastic sandwich :02

B 01-12-39-00 w/s she takes bag & leaves :03 bag for safe collection and your Leader :02

B 01-06-43-15 m/s he says goodbye :03 Pharmacist will make the exchange - :02

TAPE #2 lower screen key: (2 X logos)
BMF (left) & Leader (right)
lower screen cg middle: Call 916-875-6644

B 01-02-33-00 m/s pan to little girl :14 The next time you reach for your
 thermometer, you'll feel safer
 knowing you helped remove mercury
 from your home and the environment - :07