

VIDEO SCRIPT

TITLE: Xtra Fielder Direct Response :60

PREPARED FOR: Xtra Fielder, LLC

PREPARED BY: Steve Pender

DRAFT: Final

FADE IN:

1 OPENING SHOT - CHOOSING "UPS"

Two team captains, a girl and a boy, choose which of their teams bats first, the way kids have done it for years: They hold a bat vertically, upside down, and alternate wrap their hands around the bat, one on top of the other. The girl wins.

Throughout the commercial we hear a driving, "down home," rock groove.

NARRATOR (V.O.)

Backyard baseball -

2 BACKYARD BASEBALL GAME – WIDE SHOT

A backyard baseball game is underway. The field is full of kids. Xtra Fielder nets are at each base. The batter swings. Whap! The ball flies into the outfield.

NARRATOR (V.O.)

America loves the game!

3 XTRA FIELDER HOME PLATE NET

Pull back from the home plate net as a batter steps in.

NARRATOR (V.O.)

And now America's game just got better!

4 XTRA FIELDER PRODUCT SHOT

Three quick shots show a ball landing in the first, second and third base nets. Superimpose the Xtra Fielder logo, with "Patent Pending" text; Web site: www.xtrafielder.com; and phone number: 1-866-90-4NETS. Web site url and phone number remain on the screen throughout the commercial.

NARRATOR (V.O.)

Thanks to Xtra Fielder, a new system that adds the "net factor" to plastic ball and bat baseball.

5 STRIKE ZONE/BACKSTOP DEMO

A batter waits for the pitch, swings and misses. The ball lands in the net.

NARRATOR (V.O.)

At home plate, Xtra Fielder is a backstop and strike zone all in one!

PITCHER

Strike one!

6 BASE RUNNING/FIELDING

A batter swings – it's a hit! A fielder grabs the ball on one bounce, wheels and throws to first. The ball lands in the net, beating the runner.

NARRATOR (V.O.)

With Xtra Fielder, you always have your bases covered. If the ball beats you to the net – you're out!

7 TESTIMONIAL - COACH

A coach, identified as "High School Coach," is inset against shots of Xtra Fielder backyard baseball action.

COACH

Xtra Fielder is great for teaching children the basics of baseball, from base running to force-outs to knowing the strike zone.

8 BEACH

A small group of college kids using Xtra Fielder at the beach.

NARRATOR (V.O.)

Xtra Fielder is also great for the beach –

9 NEIGHBORHOOD GAME

Two complete teams are at play.

NARRATOR (V.O.)

And it's perfect for full teams –

10 TWO PLAYERS

A grandfather pitches to his granddaughter.

NARRATOR (V.O.)

Or a little one-on-one.

11 TESTIMONIAL - MOM

A mom, identified as "Mom," is inset against the previous grandfather/granddaughter scene.

MOM

It's just a lot of fun for the whole family.

12 PRODUCT SHOT

A shot of the nets with insets showing the ball and bat. Text on screen: Only \$29.95 – Order Now! Satisfaction guaranteed. Use with plastic balls only.

NARRATOR (V.O.)

Best of all, Xtra Fielder is yours for only twenty-nine ninety-five! Each set contains four nets, a Wiffle brand ball and bat, assembly instructions and game rules.

Add shot of carrying bag.

NARRATOR (V.O.)

Call to order now and get this handy carrying bag – a ten-dollar value - absolutely free! Order now!

FADE OUT.

THE END