

## EZ Smoke Radio Transcript

**ANNOUNCER:** Are you tired of paying for cigarettes?

**Sound Effects** Dollar Cha-Ching

**ANNOUNCER:** What if you could start making your own cigarettes today, for only \$49.99? We'll send you everything you need to start making your own cigarettes. You'll get nicotine, tar and ethyl acetate — the same kind used in nail polish remover. You'll also get ammonia, formaldehyde, and arsenic — just like what's in rat poison.

**Sound Effects:** Rats squeak followed by prison door slamming shut

**ANNOUNCER:** These special ingredients are all part of the Do-It-Yourself E-Z smoke system that includes 599 essential chemicals you can't even pronounce. Act now and we'll send you a free luxurious wig in the color of your choice for when you start chemotherapy.

**Sound Effects** Pixie dust – embellished music chord

**ANNOUNCER:** Still not sold? Listen to some of our satisfied customers:

**TESTIMONIAL 1 MALE:** E-Z Smoke worked for my girlfriend. Her blond wig really matches her yellow teeth.

**TESTIMONIAL 2 FEMALE:** This is awesome! What other product can destroy your lungs and take care of a rat problem. Thank you E-Z Smoke.

**TESTIMONIAL 3 MALE:** I was skeptical at first. But E-Z Smoke made me impotent! Just like the ad said.

**ANNOUNCER:** Why pay thousands when you can poison yourself for only \$49.99? Visit [worthit.org](http://worthit.org) today.

**MUSIC:** Up and Under

**VOICE-OVER fast read:** Wigs are available while supplies last, shipping and handling extra. Add 2-3 weeks when shipping to Hawaii and Alaska.