

## EXHIBIT B

### Transcript of Television Advertisement for [www.FreeCreditReport.com](http://www.FreeCreditReport.com)

SOUND FX: ["Psst," Screeching Tires]

VIDEO: *Walking stick figure on yellow background comes to a stop and comes up to camera.*

VOICEOVER (Female): **Do you have good credit?**

SOUND FX: [Affirmative mumble; Sounds like: "Um-hum"]

VIDEO: *Stick figure nods head in agreement.*

VOICEOVER: **Or do you only *think* you have?**

SOUND FX: [Mumble; Sounds like: "Hmmm?"]

VIDEO: *Stick figure scratches head.*

VOICEOVER: **Do you know how to check your credit report and find out?**

SOUND FX: [Negative mumble; Sounds like: "Un-uh"]

VIDEO: *Stick figure shrugs shoulders and puts out his hands palms up.*

VOICEOVER: **A surprise on your credit report could mean you'd be turned down for a mortgage,**

SOUND FX: [Alarming yelp; Sounds like: "Yeah-ah"]

VIDEO: *Stick figure walks past house which vanishes.*

VOICEOVER: **A car loan,**

SOUND FX: [Exhaustive sigh]

VIDEO: *Stick figure walks past car which vanishes.*

VOICEOVER: **Even a credit card.**

SOUND FX: [Hugh scream and cry]

VIDEO: *Stick figure walks past credit card which vanishes. He shakes and screams with rage.*

VOICEOVER: **Which is why you should log onto [freecreditreport.com](http://freecreditreport.com).**

SOUND FX: [Relaxing sigh]

VIDEO: *Stick figure approaches computer and starts typing then clasps hands and smiles.*

VOICEOVER: **Freecreditreport.com will show you how to find out online what's in your credit report, who's been checking it, and whether everything's accurate.**

VIDEO: *Camera zooms into computer screen as stick figure responds to announcements.*

VOICEOVER: **So log onto freecreditreport.com today.**

VOICEOVER: **You're going to do it now, aren't you?**

SOUND FX: [Affirmative mumble; Sounds like: "Um-hmm"]

VIDEO: *Stick figure shakes head affirmatively.*

VOICEOVER: **Great.**

VOICEOVER: **Now, how about you?**

SOUND FX: [Questioning mumble; Sounds like: "Hmm?" Bouncy music comes to end]

VIDEO: *Stick figure runs off the screen.*