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ATTORNEYS FOR PLAINTIFF

**UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF NEW YORK**

**FEDERAL TRADE COMMISSION,**

Plaintiff

v.

**DIET COFFEE, INC.**, a corporation;  
**DAVID STOCKNOFF**, individually and as  
President, Chief Financial Officer, and a  
Director of Diet Coffee, Inc.; and **DAVID**  
**ATTARIAN**, individually and as Secretary  
and a Director of Diet Coffee, Inc.,

Defendants.

**CASE NO.** 1:08-cv-0094-JSR-DCF

ECF CASE

**COMPLAINT FOR PERMANENT INJUNCTION AND OTHER EQUITABLE RELIEF**

Plaintiff, the Federal Trade Commission (“FTC” or “Commission”), through its undersigned attorneys, alleges as follows:

1. The FTC brings this action pursuant to Section 13(b) of the Federal Trade Commission Act (“FTC Act”), 15 U.S.C. § 53(b), to secure injunctive relief and other equitable relief against Diet Coffee, Inc., a corporation; David Stocknoff, individually and as President,

Chief Financial Officer, and a Director of Diet Coffee, Inc.; and David Attarian, individually and as Secretary and a Director of Diet Coffee, Inc. (“defendants”) for engaging in deceptive acts or practices and false advertising in connection with the advertising, marketing, and sale of a purported weight-loss product in violation of Sections 5(a) and 12 of the FTC Act, 15 U.S.C. §§ 45(a) and 52.

### **JURISDICTION AND VENUE**

2. This Court has subject matter jurisdiction over plaintiff’s claims pursuant to 15 U.S.C. §§ 45(a), 52 and 53(b) and 28 U.S.C. §§ 1331, 1337(a) and 1345.

3. Venue in the United States District Court for the Southern District of New York is proper under 15 U.S.C. § 53(b) and 28 U.S.C. § 1391(b) and (c).

### **THE PARTIES**

4. **Plaintiff FTC** is an independent agency of the United States Government created by statute. 15 U.S.C. §§ 41-58. The FTC enforces Sections 5(a) and 12 of the FTC Act, 15 U.S.C. §§ 45(a) and 52, which prohibit, respectively, unfair or deceptive acts or practices, and false advertisements for food, drugs, devices, services, or cosmetics in or affecting commerce. Section 13(b) of the FTC Act, 15 U.S.C. § 53(b), authorizes the Commission to initiate federal district court proceedings to enjoin violations of the FTC Act, and to secure such equitable relief, including consumer redress, as may be appropriate in each case.

5. **Defendant Diet Coffee, Inc.** (“DCI”) is a Delaware corporation doing business at 16 E. 40<sup>th</sup> St., New York, NY 10016. It markets a purported weight-loss product called “Slim Coffee” in this District and across the United States.

6. **Defendant David Stocknoff** (“Stocknoff”) is the President, Chief Financial Officer, a Director, and a founding member of DCI. He does business at 16 E. 40<sup>th</sup> St., New

York, NY 10016. Individually, or in concert with others, Stocknoff directs, controls, formulates, or participates in the acts and practices complained of below. He transacts business in the Southern District of New York.

7. **Defendant David Attarian** (“Attarian”) is the Secretary, a Director, and a founding member of DCI. He does business at 16 E. 40<sup>th</sup> St., New York, NY 10016. Individually, or in concert with others, Stocknoff directs, controls, formulates, or participates in the acts and practices complained of below. He transacts business in the Southern District of New York.

### COMMERCE

8. The acts and practices of defendants, as alleged herein, are in or affecting commerce, as “commerce” is defined in Section 4 of the FTC Act, 15 U.S.C. § 44.

### DEFENDANTS’ COURSE OF CONDUCT

9. Since at least December 19, 2005, and continuing thereafter, defendants have labeled, advertised, promoted, offered for sale, sold, and distributed a purported weight-loss product called “Slim Coffee” to consumers throughout the United States. Advertisements for “Slim Coffee” have appeared on the Internet, radio, and television, including on Oxygen, Fox Reality Channel, A&E Television, The CW, WE, and Bravo. Advertisements also have appeared in magazines and Sunday newspaper supplements, including *SmartSource* by News America Marketing FSI, Inc.

10. According to its product label, Slim Coffee contains coffee, Vitamin E, ascorbic acid, chromium picolinate, Vitamin A, Vitamin B12, *Hoodia gordonii*, *Garcinia cambogia* extract, ginseng-panax root powder, and green tea extract. *Exhibit (“Ex.”) A.*

11. To induce consumers to purchase their products, defendants have disseminated, or

caused to be disseminated, advertisements for Slim Coffee, including, but not limited to the attached Exhibits A through K. Among other things, the advertisements contained the following statements or depictions:

- A. “Everybody wants to be thin, right? Well, stop starving yourself, stop popping pills and stop killing yourself at the gym with no results. Now, you can drink away the pounds with the Slim Coffee System, a remarkable way to shed those excess pounds by drinking delicious, flavorful coffee. There’s no being hungry, strenuous exercise, or counting calories.”

*Ex. B; C; E; F; H; I, Attachments (“Atts.”) 1 - 3; J.*

- B. “[C]linical studies have proven you can lose up to five pounds a week and up to 20 pounds a month. It’s as easy as replacing your ordinary coffee with Slim Coffee and you start to see the pounds coming off.”

*Ex. G.*

- C. “[C]linical studies have proven you can lose up to five pounds a week and up to 20 pounds a month. Drink one cup of delicious Instant Slim Coffee with every meal. There’s no need to change your eating habits or what you eat. Just replace your coffee with Slim Coffee and you will start to see results. It’s that easy and all-natural.”

*Ex. B; C; E; F; H; I, Atts. 1 - 3; J.*

- D. “**Clinically tested** . . . this study shows all participants lost weight and over 50% also increased muscle mass.”

*Ex. B; C; D; E; F; H; I, Atts. 1 - 3; J.*

- E. “The secret is the all-natural ingredients. When infused into the delicious coffee and used in our system, the results are astounding. . . Your hunger pains and cravings are curbed, your metabolism is boosted and your body is turned into a fat-burning machine, burning two to five pounds a week.”

*Ex. B; C; E; F; H; I, Atts. 1 - 3; J.*

- F. “The New, Instant Weight-Loss Coffee That Burns Away Calories!”

*Ex. K.*

- G. “Lose 3-5 Pounds A Week By Drinking Slim Coffee!”

*Ex. K.*

**H.** “Revolutionary Slim Coffee is 100% premium dark-roasted coffee blended with scientifically proven weight-loss ingredients specially formulated to help you SHED POUNDS & INCHES – FAST”

*Ex. J.*

**I.** “Burn unwanted fat and lose weight with premium slim coffee, available in regular and decaffeinated.”

*Ex. G.*

**J.** “Slim Coffee suppresses your appetite.”

*Ex. B; C; D; E; F; G; H; I, Atts. 1 - 3.*

**K.** “These are the amazing results people are getting with Slim Coffee. One woman lost 13 pounds in one month. A gentleman lost 15 pounds. Another woman said she went from a size eight to a size two.”

*Ex. G.*

**L.** “Since I’ve been on the Slim Coffee System, I’ve lost just over 16 pounds and I feel great.”

*Ex. B; C; D; E; F; H; I, Atts. 1 - 3.*

**M.** “In the last month, using Slim Coffee and not changing anything else, I lost 12 pounds.”

*Ex. B; C; E; F; H; I, Att. 3.*

### **DEFENDANTS’ VIOLATIONS OF THE FTC ACT**

12. Section 5(a) of the FTC Act, 15 U.S.C. § 45(a), prohibits unfair or deceptive acts or practices in or affecting commerce. Section 12(a) of the FTC Act, 15 U.S.C. § 52(a), prohibits the dissemination of any false advertisement, in or affecting commerce, for the purpose of inducing, or which is likely to induce, the purchase of food, drugs, devices, services, or cosmetics.

13. For the purposes of Section 12 of the FTC Act, 15 U.S.C. § 52, Slim Coffee is either a “food” or a “drug” as “food” and “drug” are defined in Sections 15(b) and (c) of the FTC Act, 15 U.S.C. § 55(b) and (c).

**COUNT ONE**

**False and Deceptive Weight Loss Claims**

14. As described in Paragraph 11, including through the use of the trade name “Slim Coffee” and the statements and depictions contained in the advertisements attached as Exhibits A through K, defendants have represented, expressly or by implication, that drinking Slim Coffee:

- A. enables consumers to lose substantial weight, including as much as two to five pounds per week and twenty pounds per month, without the need to reduce caloric intake or increase physical activity;
- B. causes rapid weight loss;
- C. burns body fat;
- D. increases muscle mass;
- E. suppresses appetite; and
- F. boosts metabolism sufficient to cause weight loss or burn body fat.

15. The representations set forth in Paragraph 14 are false or were not substantiated at the time the representations were made. Among other things, there are no reliable scientific studies of defendants’ weight loss product, or of the ingredients in that product, to support the effects claimed in defendants’ advertising. Therefore, the making of the representations in Paragraph 15 constitutes a deceptive practice and the making of false advertisements, in or affecting commerce, in violation of Sections 5(a) and 12 of the FTC Act, 15 U.S.C. §§ 45(a) and

52.

## **COUNT TWO**

### **False Establishment Claims**

16. As described in Paragraph 11, and the statements and depictions contained in the advertisements attached as Exhibits A through K, defendants have represented, expressly or by implication, that clinical studies prove that drinking defendants' weight loss product, Slim Coffee, enables consumers to lose substantial weight, including as much as two to five pounds per week and twenty pounds per month, without the need to reduce caloric intake or increase physical activity.

17. In truth and in fact, clinical studies do not prove that drinking defendants's weight loss product, Slim Coffee, enables consumers to lose weight, including as much as two to five pounds per week and twenty pounds per month, without the need to reduce caloric intake or increase physical activity. Therefore, the making of the representation in Paragraph 16 constitutes a deceptive practice and the making of false advertisements, in or affecting commerce, in violation of Sections 5(a) and 12 of the FTC Act, 15 U.S.C. §§ 45(a) and 52.

### **CONSUMER INJURY**

18. Consumers throughout the United States have suffered and continue to suffer substantial monetary loss as a result of defendants' unlawful practices. In addition, defendants have been unjustly enriched as a result of their unlawful practices. Absent relief by this Court, defendants are likely to continue to injure consumers, reap unjust enrichment, and harm the public interest.

### **THIS COURT'S POWER TO GRANT RELIEF**

19. Section 13(b) of the FTC Act, 15 U.S.C. § 53(b), empowers this Court to grant

injunctive and such other relief as the Court may deem appropriate to halt and redress violations of the FTC Act. The Court, in the exercise of its equitable jurisdiction, may award other ancillary relief, including, but not limited to, rescission of contracts and restitution, and the disgorgement of ill-gotten gains caused by defendants' law violations.

**PRAYER FOR RELIEF**

WHEREFORE, plaintiff, pursuant to Section 13(b) of the FTC Act, 15 U.S.C. § 53(b), and the Court's own equitable powers, requests that the Court:

(a) Enter a permanent injunction to prevent future violations of the FTC Act by defendants;

(b) Award such relief as the Court finds necessary to redress injury to consumers resulting from defendants' violations of the FTC Act, including, but not limited to, rescission or reformation of contracts, restitution, the refund of monies paid, and the disgorgement of ill-gotten monies; and



(c) Award plaintiff the costs of bringing this action, as well as such other and additional relief as the Court may determine to be just and proper.

Respectfully submitted,

WILLIAM BLUMENTHAL  
General Counsel



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Federal Trade Commission  
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NJ-3122  
Washington, D.C. 20580  
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(202) 326-3259 (facsimile)

Dated: 1/3/08

Attorneys for Plaintiff  
FEDERAL TRADE COMMISSION

# **EXHIBIT A**


# Slim Coffee

**SUPPLEMENT FACTS:**

Serving Size: 1 packet  
**APPROXIMATELY NO Diet weight per container**


|                           | Amount Per Serving | % Daily Value |
|---------------------------|--------------------|---------------|
| <b>Total Fat</b>          | 5g                 |               |
| <b>Total Carbohydrate</b> | 11g                |               |
| <b>Total Protein</b>      | 0.1g               |               |
| <b>Total Fiber</b>        | 0.1g               |               |
| <b>Total Sugar</b>        | 10.9g              |               |
| <b>Total Caffeine</b>     | 100mg              | 20%           |
| <b>Total Vitamin B1</b>   | 100%               | 20%           |
| <b>Total Vitamin B2</b>   | 100%               | 20%           |
| <b>Total Vitamin B3</b>   | 100%               | 20%           |
| <b>Total Vitamin B6</b>   | 100%               | 20%           |
| <b>Total Vitamin B12</b>  | 100%               | 20%           |
| <b>Total Vitamin C</b>    | 100%               | 20%           |
| <b>Total Vitamin E</b>    | 100%               | 20%           |
| <b>Total Vitamin K</b>    | 100%               | 20%           |
| <b>Total Calcium</b>      | 100%               | 20%           |
| <b>Total Iron</b>         | 100%               | 20%           |
| <b>Total Magnesium</b>    | 100%               | 20%           |
| <b>Total Zinc</b>         | 100%               | 20%           |
| <b>Total Selenium</b>     | 100%               | 20%           |
| <b>Total Phosphorus</b>   | 100%               | 20%           |
| <b>Total Potassium</b>    | 100%               | 20%           |
| <b>Total Sodium</b>       | 100%               | 20%           |
| <b>Total Chloride</b>     | 100%               | 20%           |
| <b>Total Sulfur</b>       | 100%               | 20%           |
| <b>Total Magnesium</b>    | 100%               | 20%           |
| <b>Total Zinc</b>         | 100%               | 20%           |
| <b>Total Selenium</b>     | 100%               | 20%           |
| <b>Total Phosphorus</b>   | 100%               | 20%           |
| <b>Total Potassium</b>    | 100%               | 20%           |
| <b>Total Sodium</b>       | 100%               | 20%           |
| <b>Total Chloride</b>     | 100%               | 20%           |
| <b>Total Sulfur</b>       | 100%               | 20%           |

Daily value not established  
 Percent daily values are based on a 2000 calorie diet



**SCIENTIFICALLY  
POPULATED**

**Diet Coffee Inc.**  
 1175A 2nd Avenue Suite 288  
 New York, NY 10021  
 Corporate (800) 584-5072  
[www.slimcoffee.com](http://www.slimcoffee.com)



# **EXHIBIT B**

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OFFICIAL TRANSCRIPT PROCEEDING  
FEDERAL TRADE COMMISSION

MATTER NO. 0723052  
  
TITLE DIET COFFEE COMPANY, INC.  
  
DATE RECORDED: MAY 9, 2006  
TRANSCRIBED: MARCH 21, 2007  
  
PAGES 1 THROUGH 8

VIDEOTAPE -- SLIM COFFEE COMMERCIAL - OXYGEN

FEDERAL TRADE COMMISSION

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Slim Coffee - Oxygen

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In the Matter of: )  
Diet Coffee Company, Inc. ) Matter No. 0723052  
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May 9, 2006

The following transcript was produced from a videotape provided to For The Record, Inc. on March 16, 2007.

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P R O C E E D I N G S

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VIDEOTAPE -- SLIM COFFEE SYSTEM

ON SCREEN: (Left side of screen cut off)

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te May 9, 2006

MALE ANNOUNCER: Everybody wants to be thin, right? Well, stop starving yourself, stop popping pills and stop killing yourself at the gym with no results.

Now, you can drink away the pounds with the Slim Coffee System --

ON SCREEN: Slim Coffee Instant

MALE ANNOUNCER: -- a remarkable new way to shed those excess pounds by drinking delicious, flavorful coffee.

There's no being hungry, strenuous exercise or counting calories.

Slim Coffee suppresses your appetite.

ON SCREEN: Before and After photos



1 MALE ANNOUNCER: And clinical studies have  
2 proven you can lose up to five pounds a week and up to 20  
3 pounds a month.

4 Drink one cup of delicious Instant Slim Coffee  
5 with every meal. There's no need to change your eating  
6 habits or what you eat.

7 ON SCREEN: Before and After photos  
8 Extraordinary results. Your results may vary.

9 MALE ANNOUNCER: Just replace your coffee with  
10 Slim Coffee and you will start to see results. It's that  
11 easy and all-natural.

12 ON SCREEN: NO Additional Caffeine

13 NO Ephedrine

14 Graphic of female in bathing suit shrinking in  
15 body size

16 Graphic illustration for demonstration purposes  
17 only

18 NO Jitters

19 Slim Coffee

20 MALE ANNOUNCER: There's no additional  
21 caffeine, no ephedrine and no jitters, and yes, it really  
22 works.

23 ON SCREEN: Study documentation

24 Clinically Tested

25 100% Lost Weight!

1                   **50% Increased Muscle Mass!**

2                   **MALE ANNOUNCER:** In fact, this study shows all  
3 participants lost weight and over 50 percent also  
4 increased muscle mass.

5                   **ON SCREEN: Chromium Picolinate**

6                   **Picture of plant**

7                   **MALE ANNOUNCER:** The secret is the all-natural  
8 ingredients. When infused into the delicious coffee and  
9 used in our system, the results are astounding.

10                   Instant Slim Coffee uses high quality healthy  
11 ingredients, garcinia cambogia, a powerful appetite  
12 suppressant, and hoodia gordonii.

13                   **ON SCREEN: Hoodia Plant**

14                   **MALE ANNOUNCER:** Its powerful properties help  
15 you feel full so you eat less. Your hunger pains and  
16 cravings are curbed. Your metabolism is boosted and your  
17 body is turned into a fat-burning machine, burning two to  
18 five pounds a week.

19                   **ON SCREEN: Before and After photos**

20                   **Lost 16 Pounds!**

21                   **Extraordinary results. Your results may vary.**

22                   **UNIDENTIFIED FEMALE:** Since I've been on the  
23 Slim Coffee System, I've lost just over 16 pounds and I  
24 feel great.

25                   **ON SCREEN: Before and After photos**

1                   **Lost 12 Pounds!**

2                   **Extraordinary results. Your results may vary.**

3                   UNIDENTIFIED MALE: In the last month, using  
4 Slim Coffee and not changing anything else, I lost 12  
5 pounds.

6                   **ON SCREEN: FREE! plus s&h**

7                   **Slim Coffee Instant**

8                   MALE ANNOUNCER: Call now to find out how to  
9 get the Instant Slim Coffee in regular or decaffeinated  
10 for free. That's right.

11                   **ON SCREEN: Before and After photos**

12                   **Extraordinary results. Your results may vary.**

13                   MALE ANNOUNCER: We are so sure that you're  
14 going to love your results that we will send you your  
15 first box for free. You just pay the shipping and  
16 handling.

17                   **ON SCREEN: FREE!**

18                   **Call For Details**

19                   MALE ANNOUNCER: And also find out how you can  
20 get this deluxe coffeemaker free with your order.

21                   **ON SCREEN: CALL NOW**

22                   MALE ANNOUNCER: Call now and get Slim Coffee  
23 today.

24                   **Before and After photos**

25                   **Extraordinary results. Your results may vary.**

1                   MALE ANNOUNCER: You have nothing to lose but  
2 pounds and inches.

3                   (The commercial was concluded.)  
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C E R T I F I C A T I O N   O F   T Y P I S T

MATTER NUMBER: 0723052

CASE TITLE: DIET COFFEE COMPANY, INC.

TAPING DATE: MAY 9, 2006

TRANSCRIPTION DATE: MARCH 21, 2007

I HEREBY CERTIFY that the transcript contained herein is a full and accurate transcript of the tapes transcribed by me on the above cause before the FEDERAL TRADE COMMISSION to the best of my knowledge and belief.

DATED: MARCH 21, 2007

\_\_\_\_\_  
ELIZABETH M. FARRELL

C E R T I F I C A T I O N   O F   P R O O F R E A D E R

I HEREBY CERTIFY that I proofread the transcript for accuracy in spelling, hyphenation, punctuation and format.

\_\_\_\_\_  
WANDA J. RAVER

# **EXHIBIT C**

1 OFFICIAL TRANSCRIPT PROCEEDING  
2 FEDERAL TRADE COMMISSION  
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6 MATTER NO. 0723052  
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8 TITLE DIET COFFEE COMPANY, INC.  
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10 DATE RECORDED: JANUARY 22, 2007

11 TRANSCRIBED: MARCH 6, 2007  
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13 PAGES 1 THROUGH 6  
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18 VIDEO SEGMENT OFF WEBSITE -- WWW.SLIMCOFFEE.COM  
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FEDERAL TRADE COMMISSION

I N D E X

VIDEO SEGMENT:

PAGE:

Slim Coffee Commercial

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FEDERAL TRADE COMMISSION

In the Matter of: )  
Diet Coffee Company, Inc. ) Matter No. 0723052  
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January 22, 2007

The following transcript was produced from a  
CD-ROM provided to For The Record, Inc. on March 1, 2007.

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P R O C E E D I N G S

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VIDEO SEGMENT OFF WEBSITE -- WWW.SLIMCOFFEE.COM

MALE ANNOUNCER: Everybody wants to be thin, right? Well, stop starving yourself, stop popping pills and stop killing yourself at the gym with no results.

(Music playing.)

ON SCREEN: Slim Coffee Instant

MALE ANNOUNCER: Now you can drink away the pounds with the Slim Coffee System, a remarkable new way to shed those excess pounds by drinking delicious, flavorful coffee.

There's no being hungry, strenuous exercise or counting calories.

Slim Coffee suppresses your appetite --

ON SCREEN: Before and After photos

MALE ANNOUNCER: -- and clinical studies have proven you can lose up to five pounds a week and up to 20 pounds a month.

Drink one cup of delicious Instant Slim Coffee with every meal. There's no need to change your eating habits or what you eat.

ON SCREEN: Before and After photos

(Very tiny print at bottom of screen is illegible)

1 MALE ANNOUNCER: Just replace your coffee with  
2 Slim Coffee and you will start to see results.

3 It's that easy and all-natural.

4 ON SCREEN: Graphic of woman getting skinnier

5 No additional caffeine

6 No Ephedrine

7 No Jitters

8 (Very tiny print at bottom of screen is  
9 illegible.)

10 MALE ANNOUNCER: There's no additional  
11 caffeine, no ephedrine and no jitters, and yes, it really  
12 works.

13 ON SCREEN: 100% Lost Weight!

14 50% Increased Muscle Mass!

15 Clinically Tested

16 MALE ANNOUNCER: In fact, this study shows all  
17 participants lost weight and over 50 percent also  
18 increased muscle mass.

19 ON SCREEN: Chromium Picolinate

20 MALE ANNOUNCER: The secret is the all-natural  
21 ingredients. When infused into the delicious coffee and  
22 used in our system, the results are astounding. Instant  
23 Slim Coffee uses high-quality, healthy ingredients,  
24 garcinia cambogia, a powerful appetite suppressant, and  
25 hoodia gordonii.

1                   **ON SCREEN: Hoodia Plant**

2                   **MALE ANNOUNCER:** Its powerful properties help  
3 you feel full so you eat less.

4                   Your hunger pains and cravings are curbed, your  
5 metabolism is boosted and your body is turned into a fat-  
6 burning machine, burning two to five pounds a week.

7                   **ON SCREEN: Before and After photos**

8                   **Lost 16 Pounds!**

9                   (Very tiny print at bottom of screen is  
10 illegible.)

11                   **UNIDENTIFIED FEMALE:** Since I've been on the  
12 Slim Coffee System, I've lost just over 16 pounds and I  
13 feel great.

14                   **ON SCREEN: Before and After photos**

15                   **Lost 12 Pounds!**

16                   (Very tiny print at bottom of screen is  
17 illegible.)

18                   **UNIDENTIFIED MALE:** In the last month, using  
19 Slim Coffee and not changing anything else, I lost 12  
20 pounds.

21                   **(The video segment was concluded.)**

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C E R T I F I C A T I O N O F T Y P I S T

MATTER NUMBER: 0723052

CASE TITLE: DIET COFFEE COMPANY, INC.

TAPING DATE: JANUARY 22, 2007

TRANSCRIPTION DATE: MARCH 6, 2007

I HEREBY CERTIFY that the transcript contained herein is a full and accurate transcript of the tapes transcribed by me on the above cause before the FEDERAL TRADE COMMISSION to the best of my knowledge and belief.

DATED: MARCH 6, 2007

\_\_\_\_\_  
ELIZABETH M. FARRELL

C E R T I F I C A T I O N O F P R O O F R E A D E R

I HEREBY CERTIFY that I proofread the transcript for accuracy in spelling, hyphenation, punctuation and format.

\_\_\_\_\_  
WANDA J. RAVER

# **EXHIBIT D**

1 OFFICIAL TRANSCRIPT PROCEEDING  
2 FEDERAL TRADE COMMISSION  
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6 MATTER NO. 0723052  
7

8 TITLE DIET COFFEE COMPANY, INC.  
9

10 DATE RECORDED: NOVEMBER 20, 2006  
11

12 TRANSCRIBED: MARCH 5, 2007  
13

14 PAGES 1 THROUGH 6  
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18 CD-ROM -- SLIM COFFEE COMMERCIAL  
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FEDERAL TRADE COMMISSION

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VIDEO AD:

Slim Coffee

PAGE:

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In the Matter of: )  
Diet Coffee Company, Inc. ) Matter No. 0723052  
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November 20, 2006

The following transcript was produced from a  
CD-ROM provided to For The Record, Inc. on March 5, 2007.

1 P R O C E E D I N G S

2 - - - - -

3 CD-ROM -- SLIM COFFEE SYSTEM

4 MALE ANNOUNCER: Everybody wants to be thin,  
5 right?

6 (Music playing.)

7 MALE ANNOUNCER: Now, you can drink away the  
8 pounds with the Slim Coffee System --

9 ON SCREEN: Slim Coffee Instant

10 MALE ANNOUNCER: -- a remarkable new way to  
11 shed those excess pounds by drinking delicious, flavorful  
12 coffee.

13 ON SCREEN: These statements have not been  
14 evaluated by the Food and Drug Administration. This  
15 product is not intended to diagnose, treat, cure or  
16 prevent any disease. Consult your physician prior to  
17 starting any weight loss program.

18 MALE ANNOUNCER: Slim Coffee suppresses your  
19 appetite.

20 ON SCREEN: 100% Lost Weight

21 50% Increased Muscle Mass

22 Clinically Tested

23 MALE ANNOUNCER: In fact, this study shows all  
24 participants lost weight and over 50 percent also  
25 increased muscle mass.

1 ON SCREEN: 1-800-399-0923

2 MALE ANNOUNCER: Instant Slim Coffee uses high  
3 quality healthy ingredients, garcinia cambogia and hoodia  
4 gordonii.

5 ON SCREEN: Hoodia Plant

6 1-800-399-0923

7 MALE ANNOUNCER: Its powerful properties help  
8 you feel full so you eat less.

9 ON SCREEN: Curb Your Cravings!

10 Boost Your Metabolism!

11 1-800-399-0923

12 MALE ANNOUNCER: Your hunger pains and cravings  
13 are curbed. Your metabolism is boosted and your body is  
14 turned into a fat-burning machines.

15 ON SCREEN: Before and After photos

16 Lost 16 Pounds!

17 Extraordinary results. Your results may vary.

18 UNIDENTIFIED FEMALE: Since I've been on the  
19 Slim Coffee System, I've lost just over 16 pounds.

20 ON SCREEN: FREE! plus s&h

21 Slim Coffee Instant

22 1-800-399-0923

23 MALE ANNOUNCER: Call now to find out how to  
24 get the Instant Slim Coffee in regular or decaffeinated  
25 for free. You just pay the shipping and handling.

1 ON SCREEN: FREE!

2 Call For Details

3 style, color, design may vary

4 1-800-399-0923

5 MALE ANNOUNCER: Find out how you can get this  
6 deluxe coffeemaker free with your order.

7 ON SCREEN: Get SLIM COFFEE Today

8 for FREE!

9 (plus S&H)

10 30 Day Money Back Guarantee (less s&h)

11 \* minimum order (tiny print illegible) free  
12 offer

13 1-800-399-0923

14 Before and After photos

15 MALE ANNOUNCER: Call 800-399-0923 to find out  
16 how you can get a one-month supply of Slim Coffee and the  
17 deluxe coffee machine free with your order. Call 800-  
18 399-0923. Call 800-399-0923.

19 (The commercial was concluded.)

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C E R T I F I C A T I O N   O F   T Y P I S T

MATTER NUMBER: 0723052

CASE TITLE: DIET COFFEE COMPANY, INC.

TAPING DATE: NOVEMBER 20, 2006

TRANSCRIPTION DATE: MARCH 5, 2007

I HEREBY CERTIFY that the transcript contained herein is a full and accurate transcript of the tapes transcribed by me on the above cause before the FEDERAL TRADE COMMISSION to the best of my knowledge and belief.

DATED: MARCH 5, 2007

\_\_\_\_\_  
ELIZABETH M. FARRELL

C E R T I F I C A T I O N   O F   P R O O F R E A D E R

I HEREBY CERTIFY that I proofread the transcript for accuracy in spelling, hyphenation, punctuation and format.

\_\_\_\_\_  
WANDA J. RAVER

# **EXHIBIT E**

1 OFFICIAL TRANSCRIPT PROCEEDING  
2 FEDERAL TRADE COMMISSION  
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6 MATTER NO. 0723052  
7

8 TITLE DIET COFFEE COMPANY, INC.  
9

10 DATE RECORDED: SEPTEMBER 16, 2006

11 TRANSCRIBED: MARCH 28, 2007  
12

13 PAGES 1 THROUGH 8  
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18 SLIM COFFEE COMMERCIAL  
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FEDERAL TRADE COMMISSION

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DVD:

Slim Coffee Commercial

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In the Matter of: )  
Diet Coffee Company, Inc. ) Matter No. 0723052  
)  
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September 16, 2006

The following transcript was produced from a  
DVD provided to For The Record, Inc. on March 28, 2007.

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P R O C E E D I N G S

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SLIM COFFEE COMMERCIAL

MALE ANNOUNCER: Everybody wants to be thin, right? Well, stop starving yourself, stop popping pills and stop killing yourself at the gym with no results.

(Music playing.)

ON SCREEN: Slim Coffee Instant

MALE ANNOUNCER: Now you can drink away the pounds with the Slim Coffee System, a remarkable new way to shed those excess pounds by drinking delicious, flavorful coffee.

ON SCREEN: [www.slimcoffee.com](http://www.slimcoffee.com)

1-800-910-1165

MALE ANNOUNCER: There's no being hungry, strenuous exercise or counting calories.

Slim Coffee suppresses your appetite --

ON SCREEN: Before and After photos

Lose Up To 5 lbs A Week!

Up To 20 lbs A Month!

(Tiny print at bottom of screen illegible)

MALE ANNOUNCER: -- and clinical studies have proven you can lose up to five pounds a week and up to 20 pounds a month.

ON SCREEN: [www.slimcoffee.com](http://www.slimcoffee.com)

1 1-800-910-1165

2 MALE ANNOUNCER: Drink one cup of delicious  
3 Instant Slim Coffee with every meal. There's no need to  
4 change your eating habits or what you eat.

5 ON SCREEN: Before and After photos  
6 Extraordinary results. Your results may vary.

7 MALE ANNOUNCER: Just replace your coffee with  
8 Slim Coffee and you will start to see results.

9 It's that easy and all-natural.

10 ON SCREEN: Graphic of woman getting skinnier

11 No additional caffeine

12 No Ephedrine

13 No Jitters

14 Graphic illustration for demonstration purposes  
15 only.

16 MALE ANNOUNCER: There's no additional  
17 caffeine, no ephedrine and no jitters, and yes, it really  
18 works.

19 ON SCREEN: 100% Lost Weight!

20 50% Increased Muscle Mass!

21 Clinically Tested

22 MALE ANNOUNCER: In fact, this study shows all  
23 participants lost weight and over 50 percent also  
24 increased muscle mass.

25 ON SCREEN: Chromium Picolinate

1           MALE ANNOUNCER: The secret is the all-natural  
2 ingredients. When infused into the delicious coffee and  
3 used in our system, the results are astounding. Instant  
4 Slim Coffee uses high-quality, healthy ingredients,  
5 garcinia cambogia, a powerful appetite suppressant, and  
6 hoodia gordonii.

7           **ON SCREEN: Hoodia Plant**

8           **This product has not been evaluated by the FDA.**  
9 **It is not intended to treat, cure or prevent any disease.**  
10 **Consult with your physician before starting any weight**  
11 **loss program.**

12           MALE ANNOUNCER: Its powerful properties help  
13 you feel full so you eat less.

14           **ON SCREEN: Curb Your Cravings!**

15           **Boost Your Metabolism!**

16           **[www.slimcoffee.com](http://www.slimcoffee.com)**

17           **1-800-910-1165**

18           MALE ANNOUNCER: Your hunger pains and cravings  
19 are curbed, your metabolism is boosted and your body is  
20 turned into a fat-burning machine, burning two to five  
21 pounds a week.

22           **ON SCREEN: Before and After photos**

23           **Lost 16 Pounds!**

24           **Extraordinary results. Your results may vary.**

25           UNIDENTIFIED FEMALE: Since I've been on the

1 Slim Coffee System, I've lost just over 16 pounds and I  
2 feel great.

3 ON SCREEN: Before and After photos

4 Lost 12 Pounds!

5 Extraordinary results. Your results may vary.

6 UNIDENTIFIED MALE: In the last month, using  
7 Slim Coffee and not changing anything else, I lost 12  
8 pounds.

9 ON SCREEN: [www.slimcoffee.com](http://www.slimcoffee.com)

10 1-800-910-1165

11 MALE ANNOUNCER: Call now to find out how to  
12 get the Instant Slim Coffee in regular or decaffeinated  
13 for free. That's right.

14 ON SCREEN: [www.slimcoffee.com](http://www.slimcoffee.com)

15 1-800-910-1165

16 Before and After photos

17 Extraordinary results. Your results may vary.

18 MALE ANNOUNCER: We are so sure that you're  
19 going to love your results that we will send you your  
20 first box for free. You just pay the shipping and  
21 handling.

22 ON SCREEN: FREE!

23 Call For Details

24 [www.slimcoffee.com](http://www.slimcoffee.com)

25 1-800-910-1165

1 MALE ANNOUNCER: And also find out how you can  
2 get this deluxe coffeemaker free with your order.

3 ON SCREEN: CALL NOW

4 [www.slimcoffee.com](http://www.slimcoffee.com)

5 1-800-910-1165

6 MALE ANNOUNCER: Call now and get Slim Coffee  
7 today.

8 ON SCREEN: Before and After photos

9 Extraordinary results. Your results may vary.

10 MALE ANNOUNCER: You have nothing to lose but  
11 pounds and inches.

12 ON SCREEN: Get Slim Coffee today for FREE!

13 (Plus s&h)

14 30 Day Money Back Guarantee (less s&h)

15 Minimum order required to receive FREE coffee

16 [www.slimcoffee.com](http://www.slimcoffee.com)

17 1-800-910-1165

18 MALE ANNOUNCER: Call 1-800-910-1165 to find  
19 out how to get Instant Slim Coffee for free. Start  
20 losing weight today with all-natural, delicious Instant  
21 Slim Coffee for free. Call 1-800-910-1165. That's 1-  
22 800-910-1165.

23 (The commercial was concluded.)

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C E R T I F I C A T I O N   O F   T Y P I S T

MATTER NUMBER: 0723052

CASE TITLE: DIET COFFEE COMPANY, INC.

TAPING DATE: SEPTEMBER 16, 2006

TRANSCRIPTION DATE: MARCH 28, 2007

I HEREBY CERTIFY that the transcript contained herein is a full and accurate transcript of the tapes transcribed by me on the above cause before the FEDERAL TRADE COMMISSION to the best of my knowledge and belief.

DATED: MARCH 28, 2007

\_\_\_\_\_  
ELIZABETH M. FARRELL

C E R T I F I C A T I O N   O F   P R O O F R E A D E R

I HEREBY CERTIFY that I proofread the transcript for accuracy in spelling, hyphenation, punctuation and format.

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WANDA J. RAVER

# **EXHIBIT F**



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OFFICIAL TRANSCRIPT PROCEEDING  
FEDERAL TRADE COMMISSION

MATTER NO. 0723052  
  
TITLE DIET COFFEE COMPANY, INC.  
  
DATE RECORDED: MAY 26, 2006  
TRANSCRIBED: FEBRUARY 8, 2007  
  
PAGES 1 THROUGH 9

VIDEOTAPE - SLIM COFFEE COMMERCIAL

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FEDERAL TRADE COMMISSION

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| <u>VIDEOTAPE:</u>      | <u>PAGE:</u> |
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| Slim Coffee Commercial | 3            |

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In the Matter of: )  
Diet Coffee Company, Inc. ) Matter No. 0723052  
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May 26, 2006

The following transcript was produced from a videotape provided to For The Record, Inc. on February 5, 2007.

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P R O C E E D I N G S

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VIDEOTAPE -- SLIM COFFEE SYSTEM

MALE ANNOUNCER: Everybody wants to be thin, right? Well, stop starving yourself, stop popping pills and stop killing yourself at the gym with no results.

(Music playing.)

ON SCREEN: Slim Coffee Instant

MALE ANNOUNCER: Now, you can drink away the pounds with the Slim Coffee System --

ON SCREEN: [www.slimcoffee.com](http://www.slimcoffee.com)

1-800-596-1687

MALE ANNOUNCER: -- a remarkable new way to shed those excess pounds by drinking delicious, flavorful coffee.

There's no being hungry, strenuous exercise or counting calories.

Slim Coffee suppresses your appetite --

ON SCREEN: Before and After photos

Lose Up To lbs A Week!

Up To 20 lbs A Month!

(Very tiny print at bottom of screen is illegible)

MALE ANNOUNCER: -- and clinical studies have proven you can lose up to five pounds a week and up to 20

1 pounds a month.

2 ON SCREEN: [www.slimcoffee.com](http://www.slimcoffee.com)

3 1-800-596-1687

4 MALE ANNOUNCER: Drink one cup of delicious  
5 Instant Slim Coffee with every meal. There's no need to  
6 change your eating habits or what you eat.

7 ON SCREEN: Before and After photos

8 (Very tiny print at bottom of screen is  
9 illegible)

10 MALE ANNOUNCER: Just replace your coffee with  
11 Slim Coffee and you will start to see results.

12 It's that easy and all-natural.

13 ON SCREEN: Graphic of woman getting skinnier

14 No additional caffeine

15 No Ephedrine

16 No Jitters

17 (Very tiny print - Graphic illustration for  
18 demonstration purposes only)

19 MALE ANNOUNCER: There's no additional  
20 caffeine, no ephedrine and no jitters, and yes, it really  
21 works.

22 ON SCREEN: 100% Lost Weight!

23 50% Increased Muscle Mass!

24 Clinically Tested

25 MALE ANNOUNCER: In fact, this study shows all

1 participants lost weight and over 50 percent also  
2 increased muscle mass.

3 **ON SCREEN: Chromium Picolinate**

4 **MALE ANNOUNCER:** The secret is the all-natural  
5 ingredients. When infused into the delicious coffee and  
6 used in our system, the results are astounding. Instant  
7 Slim Coffee uses high-quality, healthy ingredients,  
8 garcinia cambogia, a powerful appetite suppressant, and  
9 hoodia gordonii.

10 **ON SCREEN: Hoodia Plant**

11 **(Very tiny print at bottom of screen) This**  
12 **product has not been evaluated by the FDA. It is not**  
13 **intended to treat, cure or (illegible) any disease.**  
14 **Consult your physician before starting any weight loss**  
15 **program.**

16 **MALE ANNOUNCER:** Its powerful properties help  
17 you feel full so you eat less.

18 **ON SCREEN: Curb Your Cravings!**

19 **Boost Your Metabolism!**

20 **[www.slimcoffee.com](http://www.slimcoffee.com)**

21 **1-800-596-1687**

22 **MALE ANNOUNCER:** Your hunger pains and cravings  
23 are curbed, your metabolism is boosted and your body is  
24 turned into a fat-burning machine, burning two to five  
25 pounds a week.

1                   **ON SCREEN: Before and After photos**  
2                   **Lost 16 Pounds!**  
3                   **Extraordinary results. Your results may vary.**  
4                   **UNIDENTIFIED FEMALE:** Since I've been on the  
5 Slim Coffee System, I've lost just over 16 pounds and I  
6 feel great.

7                   **ON SCREEN: Before and After photos**  
8                   **Lost 12 Pounds!**  
9                   **Extraordinary results. Your results may vary.**  
10                  **UNIDENTIFIED MALE:** In the last month, using  
11 Slim Coffee and not changing anything else, I lost 12  
12 pounds.

13                  **ON SCREEN: FREE! S&H**  
14                  **www.slimcoffee.com**  
15                  **Instant 1-800-596-1687**

16                  **MALE ANNOUNCER:** Call now to find out how to  
17 get the Instant Slim Coffee in regular or decaffeinated  
18 for free. That's right.

19                  **ON SCREEN: Before and After Photos**  
20                  **Extraordinary results. Your results may vary.**

21                  **MALE ANNOUNCER:** We are so sure that you're  
22 going to love your results that we will send you your  
23 first box for free. You just pay the shipping and  
24 handling.

25                  **ON SCREEN: FREE!**

1 Call For Details

2 [www.slimcoffee.com](http://www.slimcoffee.com)

3 1-800-596-1687

4 MALE ANNOUNCER: And also find out how you can  
5 get this deluxe coffeemaker free with your order.

6 ON SCREEN: Call Now!

7 [www.slimcoffee.com](http://www.slimcoffee.com)

8 1-800-596-1687

9 MALE ANNOUNCER: Call now and get Slim Coffee  
10 today.

11 ON SCREEN: Before and After Photos

12 Extraordinary results. Your results may vary.

13 MALE ANNOUNCER: You have nothing to lose but  
14 pounds and inches.

15 ON SCREEN: Get SLIM COFFEE Today

16 for FREE!

17 (plus S&H)

18 30 Day Money Back Guarantee (less s&h)

19 (Tiny print illegible)

20 [www.slimcoffee.com](http://www.slimcoffee.com)

21 1-800-596-1687

22 Before and After photos

23 MALE ANNOUNCER: Call 1-800-596-1687 to find  
24 out how to get Instant Slim Coffee for free. Start  
25 losing weight today with all-natural, delicious Instant



1 Slim Coffee for free. Call 1-800-596-1687. That's 1-  
2 800-596-1687.

3 (The commercial was concluded.)

4 (The videotape was concluded.)

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MATTER NUMBER: 0723052

CASE TITLE: DIET COFFEE COMPANY, INC.

TAPING DATE: MAY 26, 2006

TRANSCRIPTION DATE: FEBRUARY 8, 2007

I HEREBY CERTIFY that the transcript contained herein is a full and accurate transcript of the tapes transcribed by me on the above cause before the FEDERAL TRADE COMMISSION to the best of my knowledge and belief.

DATED: FEBRUARY 8, 2007

\_\_\_\_\_  
ELIZABETH M. FARRELL

C E R T I F I C A T I O N   O F   P R O O F R E A D E R

I HEREBY CERTIFY that I proofread the transcript for accuracy in spelling, hyphenation, punctuation and format.

\_\_\_\_\_  
WANDA J. RAVER

# **EXHIBIT G**

1 OFFICIAL TRANSCRIPT PROCEEDING  
2 FEDERAL TRADE COMMISSION  
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6 MATTER NO. 0723052  
7

8 TITLE DIET COFFEE COMPANY, INC.  
9

10 DATE RECORDED: MAY 10, 2006

11 TRANSCRIBED: MARCH 5, 2007  
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13 PAGES 1 THROUGH 4  
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18 RADIO AD -- SLIM COFFEE  
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FEDERAL TRADE COMMISSION

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RADIO AD:

Slim Coffee

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FEDERAL TRADE COMMISSION

In the Matter of: )  
Diet Coffee Company, Inc. ) Matter No. 0723052  
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May 10, 2006

The following transcript was produced from a  
CD-ROM provided to For The Record, Inc. on March 5, 2007.

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P R O C E E D I N G S

RADIO AD -- SLIM COFFEE

FEMALE ANNOUNCER: These are the amazing results people are getting with Slim Coffee. One woman lost 13 pounds in one month. A gentleman lost 15 pounds. Another woman said she went from a size eight to a size two.

Slim Coffee is an all-natural, delicious premium coffee, scientifically formulated to help you lose weight. Slim Coffee suppresses your appetite and clinical studies have proven you can lose up to five pounds a week and up to 20 pounds a month. It's as easy as replacing your ordinary coffee with Slim Coffee and you start to see the pounds coming off.

Burn unwanted fat and lose weight with premium slim coffee, available in regular and decaffeinated.

1-800-860-4830. That's 1-800-860-4830. Call now and ask how to get a free one-month supply of Slim Coffee and a free coffee machine. That's over a \$100 value free with your order.

Visit [www.slimcoffee.com](http://www.slimcoffee.com) or call 1-800-860-4830. That's 1-800-860-4830.

(The radio ad was concluded.)

C E R T I F I C A T I O N   O F   T Y P I S T

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MATTER NUMBER: 0723052  
CASE TITLE: DIET COFFEE COMPANY, INC.  
TAPING DATE: MAY 10, 2006  
TRANSCRIPTION DATE: MARCH 5, 2007

I HEREBY CERTIFY that the transcript contained herein is a full and accurate transcript of the tapes transcribed by me on the above cause before the FEDERAL TRADE COMMISSION to the best of my knowledge and belief.

DATED: MARCH 5, 2007

\_\_\_\_\_  
ELIZABETH M. FARRELL

C E R T I F I C A T I O N   O F   P R O O F R E A D E R

I HEREBY CERTIFY that I proofread the transcript for accuracy in spelling, hyphenation, punctuation and format.

\_\_\_\_\_  
WANDA J. RAVER



# **EXHIBIT H**

**Television Advertisement Dated 11/19/07**  
**VHS TO BE FILED**

# **EXHIBIT I**

Television Advertisement Dated 11/20/06, Att. 1

Television Advertisement Dated 09/16/06, Att. 2

Television Advertisement Dated 05/26/06, Att. 3

**DVD TO BE FILED**

# **EXHIBIT J**

Website Video Dated January 22, 2007

**DVD TO BE FILED**

# **EXHIBIT K**

**We will print a *Cars* book ABOUT YOUR CHILD**  
 a 30-page, full-color, PERSONALIZED story starting your child!

**\$11.95**

**YOUR CHILD IS THE STAR!**  
 Your Child's Name, Birthday, Address, Brothers, Sisters and Friends can all appear in these beautiful story books.

**EXTRA BIG BOOKS AVAILABLE TOO!**  
 ONLY \$16.95 +s&h  
 Standard Books 8 1/4" x 6 1/4"  
 Extra Big Books 10 1/4" x 8"

**NOT AVAILABLE IN RETAIL STORES  
 100% MONEY BACK GUARANTEE**

Other titles available:  
 Snow White and The Lion King.

IDENTITY DIRECT, PO-Box 9203, Central Islip NY 11722-9203  
 For customer service, call: 717-918-1068.

ORDER FORM For additional orders, copy these details onto a separate sheet.

CHILD'S DETAILS MUST BE COMPLETED (Details appear in book)

First Name: \_\_\_\_\_  Boy  Girl  
 Last Name: \_\_\_\_\_  
 Birthdate: Month \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

LIST UP TO THREE EXTRA NAMES ONLY TO APPEAR IN THE BOOK(S) optional

\_\_\_\_\_  Boy  Girl  
 \_\_\_\_\_  Boy  Girl  
 \_\_\_\_\_  Boy  Girl

Who do you want to say the book is from? (i.e. Mom, Dad, Aunt Kate, etc.)

PLEASE / BOOKS YOU ARE ORDERING AND ENTER PRICE:

|   |    |   |    |
|---|----|---|----|
| <input type="checkbox"/> 1x Disney/Pixar Cars \$16.95         | \$ | <input type="checkbox"/> 1x Disney/Pixar Finding Nemo \$11.95             | \$ |
| <input type="checkbox"/> 1x Disney/Pixar Finding Nemo \$11.95 | \$ | <input type="checkbox"/> 1x Disney/Pixar The Princess and the Pea \$11.95 | \$ |
| <input type="checkbox"/> 1x Disney/Pixar Finding Nemo \$11.95 | \$ | <input type="checkbox"/> 1x Disney Snow White \$11.95                     | \$ |
| <input type="checkbox"/> 1x Disney/Pixar Toy Story \$11.95    | \$ | <input type="checkbox"/> 1x Disney/Pixar Toy Story 2 \$11.95              | \$ |
| <input type="checkbox"/> 1x Disney/Pixar Cars \$11.95         | \$ | <input type="checkbox"/> 1x Disney The Lion King \$11.95                  | \$ |
| <input type="checkbox"/> 1x Disney/Pixar Cars \$11.95         | \$ | Shipping & Handling \$ 2.95   |    |
| <input type="checkbox"/> 1x Disney/Pixar Cars \$11.95         | \$ | Total \$  |    |

Mail book(s)  To Purchaser  Direct To Child  
 I enclose my check/money order for \$ \_\_\_\_\_ made payable to Identity Direct OR please charge my credit card:  
 Visa  MasterCard (please / one)  
 Card No: \_\_\_\_\_  
 Signature X \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_  
**PURCHASER DETAILS:**  
 Name: (Mr/Ms/Ms)  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone (9am-5pm): (\_\_\_\_) \_\_\_\_\_-\_\_\_\_\_  
 Relationship to child:  
 Parent  Grandparent  Aunt/Uncle  Other  
 Mail: IDENTITY DIRECT, PO Box 9203, Central Islip, NY 11722-9203  
 Web: www.en7.identitydirect.com and enter offer code 40244  
 For customer service, call: 717-918-1068. Please allow 2-4 weeks for delivery.  
 Please / if you do not wish to receive any mailings.

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**SUPPRESSES YOUR APPETITE!  
 BURNS UNWANTED FAT!  
 GIVES YOU AN ENERGY BOOST!**

**"I Lost 4 1/2 Pounds In One Week"**  
 - Traci

**BEFORE** **AFTER**

**0 FAT!  
 0 CARBS!  
 0 CALORIES!**

**Revolutionary Slim Coffee is 100% premium dark-roasted coffee blended with scientifically proven weight-loss ingredients specially formulated to help you SHED POUNDS & INCHES - FAST:**

- HOODIA GORDONII - helps make you feel full so you eat less
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- CHROMIUM PICCOLINATE - a strong fat burner
- GREEN TEA EXTRACT - known to boost your metabolism
- VITAMIN B-12 - an effective antioxidant to combat free-radicals

There's no added caffeine, no jitters, no harsh ephedra or aftertaste. Slim Coffee turns your body into a high-energy, fat-burning system that revs up your metabolism's natural thermogenesis!

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