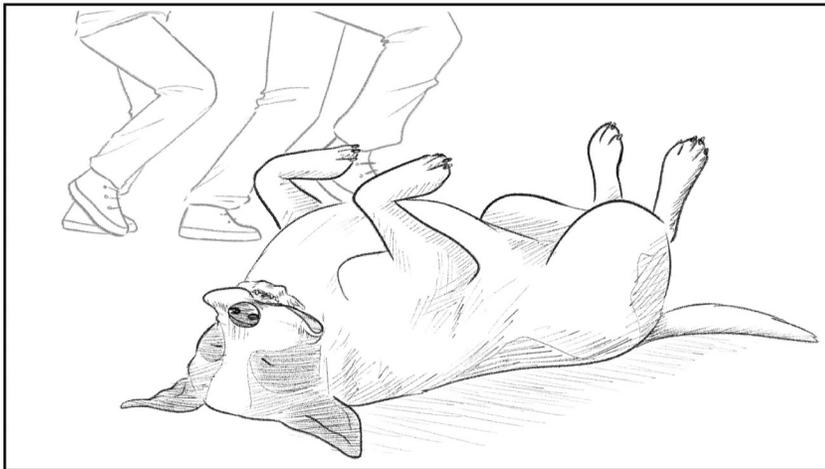


**SPOKESDOG:** *"I'm the Carpet One Spokesdog. When I lie on ... "*

1. WIDE - The SPOKESDOG lays on the CARPET with his phone next to him while he speaks to camera.



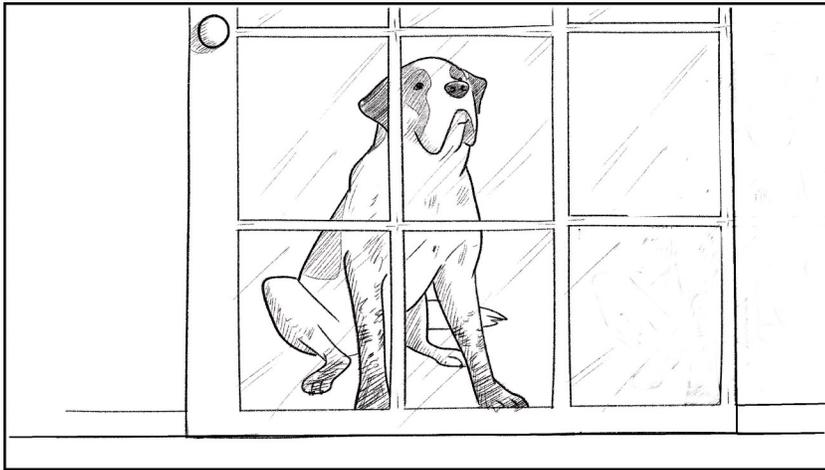
**SPOKESDOG:** *"...Relax It's Lees Carpet, I wanna, well, Relax. "*

2. MEDIUM SHOT - of the SPOKESDOG sleeping in an odd position as the kids run by. He's undisturbed.



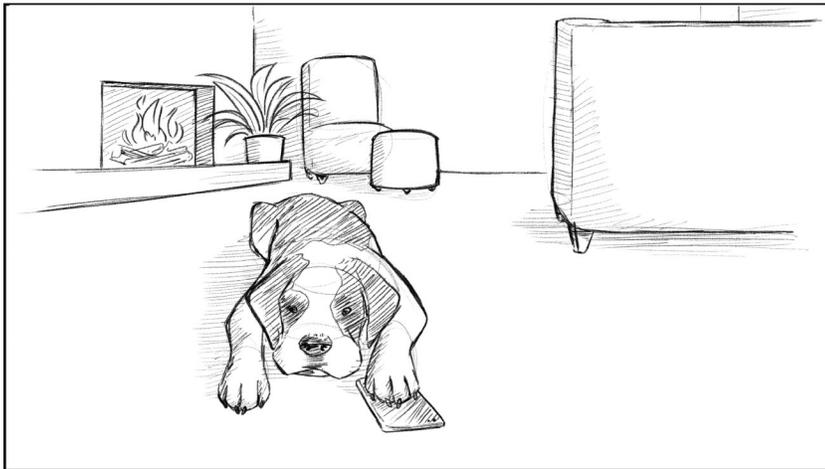
**SPOKESDOG:** *"So I called my friends at..."*

3. MEDIUM SHOT - of the SPOKESDOG talking to camera.



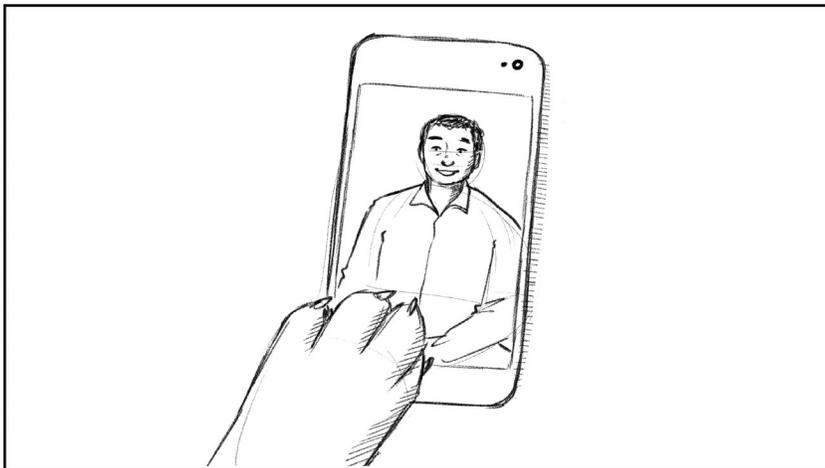
**SPOKESDOG:** *"(Bradford) Carpet One..."*

4. MEDIUM SHOT - of the SPOKESDOG full of mud, waiting to come into the house, tail wagging. Head going back and forth like he's watching his owners.



**SPOKESDOG:** *"... to help me with this Lees promotion. "*

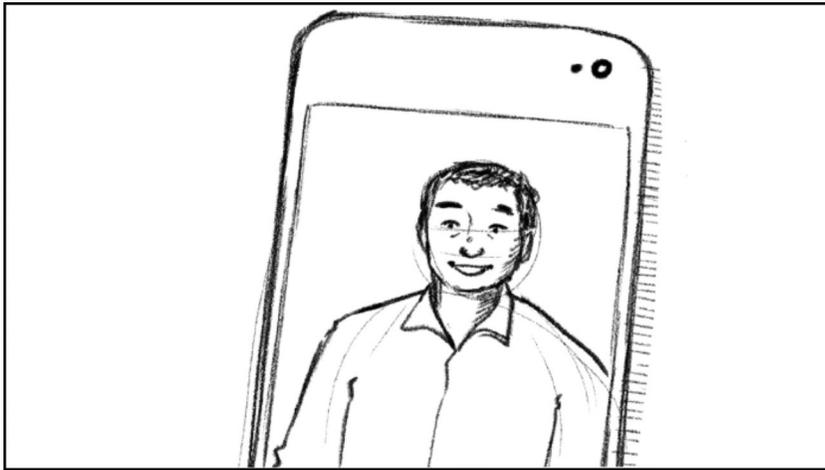
5. WIDE SHOT - of the SPOKESDOG talking to camera.



**MEMBER:** *(Version#1) "Visit the Carpet One Lees Rebate Event and get up to \$500 back on Relax It's Lees carpet."*

**MEMBER:** *(Version#2) "Visit the Carpet One Relax It's Lees Flooring Sale and save up to \$1000 on Lees carpet."*

6. TIGHT SHOT - of the MEMBER (videochat) on the phone.



7. TIGHTER SHOT - of the MEMBER videochatting on the phone.

**MEMBER:** (Version#1) *"It looks stylish with no hassle, and it's covered by a 25-year no exclusions warranty."*

**MEMBER:** (Version#2) *"It looks stylish with no hassle, and it's covered by a 25-year no exclusions warranty."*



8. MEDIUM SHOT - of the SPOKESDOG talking to camera."

**SPOKESDOG:** *"Exaaaactly."*



9. WIDE SHOT - WIDE SHOT - of the SPOKESDOG tracking mud on the carpet.

"LOGO/TAG."

**SUBHEAD VERSION 1:** *"The Lees Rebate Event. Going on Now. "*

**SUBHEAD VERSION 2:** *"The Relax, It's Lees Flooring Sale. Going on Now."*