

EXHIBIT 2

AF PLUS INTERACTIVE VOICE RESPONSE SCRIPT

(EXCERPTED)

Acai Fresh - Radio
827-IVR104 Whistle Benefits
Version 1 Starting: 07-01-2013
Based On: 827-IVR103

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GREETING

Congratulations - you've called in time to get one of the last 100 trials of AF Plus we're giving away for this radio airing, which means you qualify for a full size supply of this once a day weight loss breakthrough! It's so powerful, it even works while you sleep! Because it's so potent, please take no more than one capsule a day. With a few quick steps, I can help you get your risk-free supply.

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SCARCITY – RESERVATION CODE

The announcement that AF Plus is finally available to the public has generated such overwhelming demand that we've set up this AF Plus Trial Order Line – to give everyone who calls in time a Trial Reservation Code that matches them up with one of these last 100 trials for this radio airing. [SLIGHT PAUSE] Your Trial Reservation Code is...

AUTOMATED VOICE FILLS IN A # BETWEEN 80 & 89

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AF PLUS BENEFITS

AF Plus is an all-natural weight loss supplement containing extract of the Brazilian Acai Berry, which has been featured on major television shows because of its powerful health and weight loss benefits! Best of all, one capsule lasts an entire day. That's 24 hours of fat burning power. With the metabolism-boosting benefits of AF Plus, you can keep eating your favorite foods and STILL lose pounds and inches - in fact, we guarantee it! And AF Plus is so easy to use -- take one capsule just once a day as directed and you can experience maximum weight loss – pounds in days. It's all natural, safe and healthy but if your weight loss with AF Plus is too

dramatic, please decrease use and only take it every other day.

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OFFER DETAILS

Here's how your risk-free trial works. Today we're sending you 2 bottles of AF Plus to try risk-free for 30 days. Try it just once a day for thirty days and if you're not on your way to being thirty pounds thinner, just send it back and risk nothing. If you like it and decide you want to continue losing weight, you don't have to do anything else. After 30 days, we'll simply bill you \$39.95 per bottle for your initial supply. And we'll continue to ship you a fresh 2-month supply every 2 months for the low rate of just \$39.95 per month plus shipping and processing for as long as you want to lose the weight. And you'll always have the option to cancel, skip, or delay any future shipments by calling the customer service number in your package. That number is 1-800-605-1231.

PROMPT

So, do you agree to start your risk-free trial?

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[Excerpted from DIRALT 001075 – DIRALT 001078]