

Job #:	Client: Research Products	Draft: 1
Title: Aprilaire Bedtime/Media and EAC :60		Date: 5/2/06 14:21 PM

## Aprilaire-Bedtime - Media and EAC :60

MUSIC: Lullaby Needle-Drop

DAD: And they lived happily ever after. Nighty, night sweetheart.

LITTLE GIRL: Dad, can you make sure there are no monsters under my bed?

DAD: Sure, snookums.

LITTLE GIRL: And no dragons in the closet?

DAD: Anything for you princess.

LITTLE GIRL: Don't forget the dust mites in my pillow.

MUSIC CUTS OUT

DAD: Uh—dust mites?

MUSIC: Ominous needle-drop

LITTLE GIRL: And the pollen, spores and bacteria in the air.

DAD: Uh—Daddy will take care of those.

LITTLE GIRL: How.

DAD: Uhhh—I'll cast a magic spell to make them disappear.

MUSIC: Ominous music segues to Original Lullaby track

LITTLE GIRL: Dad! This isn't a fairy tale. We need an Aprilaire High-Efficiency Air Cleaner.

DAD: To slay the mighty air dragons?

LITTLE GIRL: No, to trap up to 99% of the harmful particles from our air. There's even an Aprilaire Electronic Air Cleaner that traps viruses. It provides the cleanest, healthiest indoor air ever.

ANNOUNCER:

Protect your family from bacteria, viruses and other airborne impurities with an Aprilaire High-Efficiency Air Cleaner. Aprilaire. The Best in Indoor Air Comfort.

DAD: Okay pumpkin face. I'll call them tomorrow. Anything else?

LITTLE GIRL: Let's talk about college.

:10 DEALER TAG/SOLO GUITAR JAZZ TRACK UNDER