

PRODUCTION SCRIPT
CLIENT & SPOT TITLE

AE: Dennis Hubbard

Script: Borjon Auto Center

Version: Sand
Sculptures

Contact: Delina Roberts

Phone: 805-835-4417

Date: 5/31/13

| Scene/Shot | AUDIO | VIDEO | SFX | CG |
|---------------------------------------|---|--|---|--|
| <i>Example:</i> Scene 1/ Shot A | | | <i>This column can be removed if not needed</i> | <i>Can put timecode in to denote timing for graphics (format 00:00:00:00)</i> |
| Or 1 / A | DAD: (whistling a tune.) | EXT - BEACH - DAY Child is building a sloppy sand castle on the beach. Shot widens to reveal a perfectly sculpted model of a GMC Denali with a grown man (Dad) putting the finishing touches on it. | | |
| 1/B | MOM: Ok honey, I can take a hint. We can go to the Borjon Auto Center now. | Woman (Mom) walks into frame and looks down at the sand sculptures. Man looks up at her and grins. | | |
| 2/A | VO: (Male) Catch the Hot Summer Deals Event at Borjon Auto Center. Right now you can get the best deals on our most popular models like these. | EXT - BEACH - DAY GMC Terrain SLE-1, GMC Yukon Denali, and the Buick Regal on the sand. | Music plays in background – the same tune the man was whistling. | 2013 GMC Terrain SLE-1 \$199 per month for 39 months \$3,069 due at lease signing after all offers. <i>(legal in small type) No security deposit require Tax, title license and dealer fees extra. Mileage charge of \$.025/mile over 39,000 miles. At participating dealers only.</i> 2013 GMC Yukon SLE-1 1.99% APR for 60 months for qualified buyers (1) OR \$2,500 Customer Cash (2) |

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| | | | | <p><i>(legal in small type) (1) Not available with some other offers. Monthly payment is \$17.49 for every \$1000 you finance. Average example down payment is 12.1%. Some customers will not qualify. Take retail deliver by 7/1/13. See dealer for details. (2) Not available with some other offers. Take retail deliver by 7/1/13. See dealer for details.</i></p> <p>2013 Buick Regal 0% APR for 60 months for qualified buyers (1) AND \$500 Cash Back (2)</p> <p><i>(legal in small type) (1) Not available with some other offers. Monthly payment is \$16.69 for every \$1000 you finance. Average example down payment is 10.5%. Some customers will not qualify. Take retail deliver by 7/1/13. See dealer for details. (2) Not available with some other offers. Take retail deliver by 7/1/13. See dealer for details.</i></p> |
| 4/A | VO: But you better hurry because at these prices they are going fast. | EXT - BEACH - DAY Cut back to beach shot of the sand sculptures. Wave comes in and covers the SUV sculpture. As the wave recedes most of the sculpture disappears with it. | Music continues. Wave crashing. | |
| 4/B | | Logos and type appear over the scene. Buick logo and GMC logo Borjon Auto Center Paso Robles logo www.borjonautocenter.com 805-835-4417 2345 Golden Hill Road, Paso Robles, CA | | |

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Additional Notes: Depending on the budget for this project there may not be enough money for actors. If that is the case the initial shot could be cropped to show just the child's hands and the man's hands and we could hire hand models, which would be less expensive. Woman's dialogue could be a VO she would not have to appear in the shot.

I certify that I have read this video/ audio script carefully and have made all necessary changes. I understand that the final commercial will include these elements and that the producer / editor may make minor changes as deemed necessary to improve the final product. Changes to this commercial after this script is approved may result in additional production charges.

Client Signature _____ **Date** _____

Charter Media 9335 Prototype Dr. Reno, NV 89506 Phone: 775-348-2772 Fax: (775) 348-7294

*Narr = Hear voice, person speaking not on screen
VO = Voice Over. Person speaking on screen
CG = Computer Graphic. See info on screen.
MS = Medium shot, waist to shoulders up
WS: Wide shot*

*OPT = Optional
DVE = Digital Video Effect
BUG = Carried throughout commercial
CU = Close up
OTS: Over the shoulder shot*