



TELEVISION COPY

TITLE/LENGTH "Card Saver/Alt."
 PAGE 1 OF 2 :30
 DATE 8/3; 8/13

CLIENT Medicare
 ACCOUNT
 PRODUCT Drug Discount Card
 PROJECT XXCE-1235

AS PRODUCED 8/17/04

VIDEO

CUT TO A GENTLEMAN PICKING OUT FLOWERS FOR HIS WIFE AT A FLOWER SHOP. NEXT TO HIM IS A SUPER THAT READS...

He's Saving.

WE OPEN ON A WOMAN IN HER KITCHEN WASHING STRAWBERRIES. NEXT TO HER IS A SUPER THAT READS...

She's Saving.

CUT TO A WOMAN PICKING UP A PRESCRIPTION AT HER PHARMACY. NEXT TO HER IS A SUPER THAT READS...

She's Saving.

WE CUT TO A CLOSEUP OF THE CARD BEING HANDED TO THE PHARMACIST.
 DISCLAIMER: Savings vary. Enrollment fee and co-pay may apply.

CUT TO A WOMAN WHO IS GOING THROUGH HER MAIL AT HER MAILBOX. SHE PULLS OUT HER NEW MEDICARE-APPROVED DRUG DISCOUNT CARD FROM AN ENVELOPE. AS SHE DOES THIS, A SUPER FADES UP THAT READS...
 DISCLAIMER: Not an insurance card.

Now She's Saving.

AUDIO

MUSIC THROUGHOUT

VO: Millions who pay for prescriptions out of their own pockets...

Are already saving with their Medicare-approved drug discount cards.

Hope you've got one.



TELEVISION COPY

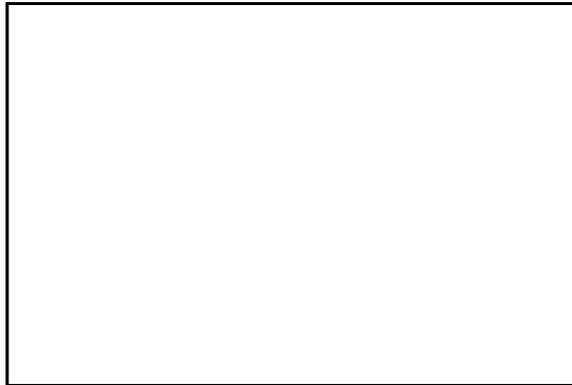
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CUT TO A GENTLEMAN IN FRONT OF A PHARMACY WHO IS PUTTING HIS MEDICARE-APPROVED DRUG DISCOUNT CARD BACK IN HIS SHIRT POCKET. NEXT TO HIM IS A SUPER THAT READS...



He's Saving.

CUT TO END CARD:

1-800-MEDICARE
 Your official information source.

www.medicare.gov

(MEDICARE LOGO)
 Paid for by the U.S. Department of Health and Human Services.



AUDIO

Get a card and get saving.

Call 1-800-Medicare and get started today.