



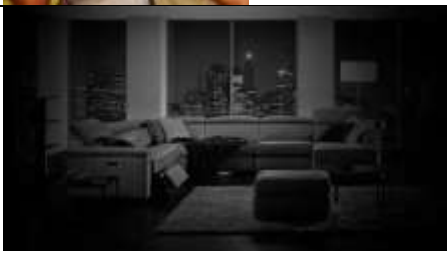



VIDEO		AUDIO
<p><b>OPEN:</b> Fade in on a man (late 40's) in a rocking chair with a Jack Daniels in his hand.</p>		<p><b>SFX:</b> Silent with just the creaking of the rocking chair.</p> <p><b>NARRATOR:</b> "With age comes adversity and experience."</p>
<p><b>CUT:</b> a close-up of sawing wood with pieces flying at the camera.</p>		<p><b>SFX:</b> Loud sawing noises</p>
<p><b>CUT:</b> Back to rocking chair</p>		<p><b>SFX:</b> Silent with rocking chair creaking.</p> <p><b>NARRATOR:</b> "When you've lived, you've struggled."</p>
<p><b>CUT:</b> Close up of soldier's feet stomping through the mud.</p>		<p><b>SFX:</b> Loud sloshing through the mud.</p>
<p><b>CUT:</b> Back to rocking chair</p>		<p><b>SFX:</b> Silent with rocking chair creaking</p> <p><b>NARRATOR:</b> But after a long uphill battle...</p>

<p><b>CUT:</b> a construction man (late 40's and tired looking) drilling.</p>		<p><b>SFX:</b> loud drilling</p>
<p><b>CUT:</b> Back to rocking chair</p> <p><b>END:</b> Fade out on man in rocking chair with Jack Daniels in his hand.</p>		<p><b>SFX:</b> Silent with rocking chair creaking</p> <p><b>NARRATOR:</b> You deserve a break. For real problems, you need a real solution. Jack Daniels.</p>

VIDEO		AUDIO
<p><b>OPEN:</b> Jack (man mid 40's) walking through the scene of a construction site.</p> <p><b>TRANSITION:</b> Construction scene falls away and workmen are replaced with a bustling office. Man remains the same and continues walking through the next scene while maintaining eye contact with camera</p>		<p><b>SFX:</b> Loud drilling noises, men yelling, machinery going</p> <p><b>JACK:</b> For manual laborers</p>
<p><b>TRANSITION:</b> Scene of a bustling office is built up around Jack.</p> <p><b>TRANSITION:</b> Office setting falls and workers are replaced with college aged kids.</p>		<p><b>SFX:</b> People chattering loudly, papers rustling</p> <p><b>JACK:</b> For the 9 – 5 er's</p>
<p><b>TRANSITION:</b> Party setting is built around the kids and Jack.</p> <p><b>TRANSITION:</b> Party settings fall, and partygoers walk away.</p>		<p><b>SFX:</b> Loud music, people yelling, party noises</p> <p><b>JACK:</b> Not for the amateurs.</p>
<p><b>TRANSITION:</b> Simple house setting is built around him. (late 40's) walking in with the narrator and sits down in his recliner to watch some tv.</p>		<p><b>JACK:</b> Real problems deserve real solutions. Jack Daniels.</p>



VIDEO		AUDIO
<p><b>OPEN:</b> Close up of a stream of gold flowing.</p>		<p><b>NARRATOR:</b> It's like drinking liquid gold.</p>
<p><b>TRANSITION:</b> Pan down the golden drip to see it falling into a Jack Daniels bottle.</p> <p><b>FADE:</b> Fade out to plain black screen with Jack Daniels bottle.</p>		<p><b>NARRATOR:</b> The finest rewards after a hard day's work.</p> <p><b>NARRATOR:</b> The epitome of an ADULT (emphasis on this word) beverage.</p> <p><b>NARRATOR:</b> A drink this good doesn't go to just anyone. Real hard work. Done by real adults calls for a real drink.</p>