

Fairfield Communities, Inc
LONGER FORM Infomercial
Travel Log Segment
Draft Date: 3/5/01, revised 4/17/01

Audio:	Video:
<p>Reporter Voice-Over: Whether it's a quick weekend getaway or an exotic 2-week cruise, vacations are <i>so important</i> to our health and well being. We all deserve to relax and enjoy time with loved ones:</p> <p>...Sharing the simple beauty of an ocean sunset.</p> <p>...The freedom to play – without clocks, schedules and obligations...</p> <p>...Building priceless memories that last a lifetime.</p>	<p>Cut between footage of beautiful vacation destinations.</p> <p>Couple walking down the shore</p> <p>Theme park ride....</p> <p>Family together at the beach....</p>
<p>Reporter On-Camera: If, like most of us, vacations are an important part of YOUR life too, then stay with us ...</p> <p>we'll be showing you the secret to enjoying FAR MORE vacation fun for less money...</p> <p>Along with special perks and services most hotel guests never even see...</p>	<p>WS Reporter On-Camera.</p>
<p>Testimonial – Vacationing Couple On-Camera: (family man) <i>“Our lives are so hectic – it’s tough finding time to relax. We finally decided –before the kids are grown and it’s too late –we</i></p>	<p>Vacationing Couple On-Camera.</p>

Comment: (Note: Client requested unconventional format: audio to left left/video to right)

Script objective: convey advantages of “owning” your vacation by buying timeshare vs “renting” your vacation by paying for traditional hotels.

Approach: more polished, less “hyped”: needed greater credibility with skeptical audiences. Our goal was to counteract the industry’s negative image at the time.

Video used as lead generation tool for ARDA, industry’s association, as well as Fairfield Resort sales divisions. Not meant as a direct tool to sell product. (That’s why you won’t see aggressive call-to-actions embedded like w/ typical DRTV script.)

Script shows ability to build benefit story, set pacing, and position an appealing sell message without over-the-top hype.

Shown here: first draft submitted to client. Video was subsequently produced and deemed successful.

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<p><i>had to make regular vacations a priority. To enjoy time together as a family.</i></p> <p><i>(family woman) Getting away is great - but hotel rooms are NOT! So overpriced. And cramped! Not the best way for a family to travel.</i></p> <p><i>(man) But a vacation home didn't make sense either... what a waste to pay and maintain something you only use for a few weeks. Plus, we like to travel to different places.</i></p> <p><i>Then our neighbors told us about their timeshare- and how much they loved it...</i></p>	
<p>Reporter On-Camera: We met with Franz Hanning, the CEO of Fairfield – a long-time leader in the industry – to discuss the benefits that timeshare offers.</p>	<p>Reporter On-Camera:</p>
<p>Franz On-Camera: Key points in sound bite form:</p> <ul style="list-style-type: none"> ▪ Timeshare owners enjoy larger accommodations... ▪ More amenities than hotel rooms... 	<p>Franz On-Camera –</p> <p>cutaway to interior condo shot</p> <p>Full kitchen, washer/dryer shots</p> <p>Back to Frantz on camera</p>

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<ul style="list-style-type: none"> ▪ No hassles or commitment of vacation homes. ▪ Much more affordable than people realize.” ▪ A tangible asset with lifetime returns..... 	
<ul style="list-style-type: none"> ▪ Research: owners use more vacation time than non-timeshare owners and are highly satisfied with their timeshare purchases. <p>Research: X% of timeshare owners came back for more – buying additional weeks!</p>	<p>Dynamic line graph - showing proof point stats – timeshare owners using more time than non-owners</p> <p>Line graph – additional weeks</p>
<p>(Man) <i>“These condos have EVERYTHING you could possibly want!</i></p> <p>(Woman) <i>I loved the roomy living and dining areas –our family could actually sit together and have a relaxing, old-fashioned breakfast! That’s a luxury we never have time for at home.</i></p> <p>(Man) <i>Our kids watch videos in the living room – while we sleep late in our bedroom! You gotta love that!</i></p> <p><i>Plus, when I get the munchies at night, I’m not stuck dealing with slow, overpriced room service... - the</i></p>	<p>Visual of couple, then cut to scenes that portray what they are saying:</p> <ul style="list-style-type: none"> ▪ Roomy living/dining room ▪ Private bedroom ▪ Kitchen shot -

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<p><i>microwave and fridge are right there. No hotel room in the world could beat this convenience!"</i></p>	
<p>Reporter On-Camera: Luxury accommodations are not all timeshare owners enjoy: there's also surprising FREEDOM ...</p> <p>With Fairshare Plus Points, Fairfield owners can visit different destinations every time they vacation!</p> <p>It's so easy: you get a certain number of "points" to use each year. Redeem them at any Fairfield resort coast to coast. You can even use them for cruises and other special travel packages!</p>	<p>"Travel Freedom!</p> <p><i>Visit a brand-new destination every time you vacation!</i> With quick cuts to Universal Studios shot, Sedona shot, beach shot...</p> <p>Animated graphics that highlight points concept—intermixed with cruise and castle cuts....</p>
<p>Reporter Voice-Over: Just imagine the possibilities</p> <ul style="list-style-type: none"> ▪ Soak in tropical rays ... ▪ Heartpounding adventure ▪ Hit the slopes ... ▪ Vegas excitement ... ▪ Unbelievable fishing and golf ▪ Dream cruises to the Caribbean... ▪ Your choices go on and on! <p>(Music up extended for 15 second</p>	<p>Visuals to match....</p> <p>Beach Universal Islands of Adventure Skiing Harrah's Vegas Tennessee/Carolina mountain shot Cruise ship</p>

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video montage of locations)	
<p>2nd Testimonial COUPLE – “empty nesters”</p> <p>(RETIRED WOMAN); <i>“Our first Fairfield vacation...we took our grandchildren to Myrtle Beach- it was so wonderful.”</i></p> <p>(RETIRED MAN) <i>Incredible golf...</i> (RETIRED WOMAN) <i>...And the kids just loved it ... we couldn’t tear them away from the water!</i></p> <p>(RETIRED WOMAN) <i>Now we’re planning a cruise for next winter– just the two of us! The vacation variety is tremendous!”</i></p>	
<p>Reporter On Camera:</p> <p>With Fairfield you don’t just choose WHERE you want to go...</p> <p>You also choose WHEN and HOW LONG.</p> <p><i>It’s all in the power of those points!</i></p>	<p>“FREEDOM!” graphic with</p> <p>“You Choose:</p> <ul style="list-style-type: none"> ✓ WHERE ✓ WHEN ✓ HOW LONG <p>Appearing on animated checklist as voiceover announces them...</p>
<p>VOICEOVER: Grab a weekend getaway -just the two of you...</p> <p>Or plan a week-long family reunion...</p>	<p>(shot of couple enjoying romantic dinner)</p> <p>....(big family in huge condo)</p>

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<p>We have accommodations for two – or twenty! With Fairfield, the choices are all yours!</p>	
<p>Reporter On Camera: It seems that Fairfield already has vacationing covered. But there’s even more good news on the horizon...</p>	
<p>FRANZ:</p> <ul style="list-style-type: none"> ▪ Now that Fairfield is part of the 5 billion dollar Cendant Company – some of the most respected names in the travel industry are our sister companies! ▪ That means EVEN MORE travel opportunities and deals for our Fairfield owners in the future! 	<p>Company logos or video footage</p> <p>Footage of Avis rental cars, other Cendant company products/services, etc.</p>
<p>Reporter voice-over:</p> <ul style="list-style-type: none"> ▪ More luxury.... ▪ More amenities.... ▪ More value for the money... ▪ And the Freedom to go where and when you choose. <p>A LIFETIME of wonderful vacation adventure.... Starting to think timeshare may be right for you too?</p>	<p>Checklist on screen, with “animated” check appearing by each benefit, as it’s announced.</p>

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<p>Reporter On Camera: Like any purchase, you'll want to deal with someone you trust.....</p> <p>And you won't find anyone with a stronger record of quality, service and client satisfaction than Fairfield Communities...</p>	<p>Fairfield Representative On-Camera - insert cutaways as described by answers.</p>
<p>30 second sound bite on why Fairfield is trustworthy:</p> <ul style="list-style-type: none"> ▪ In business since 1966 – sending people on memorable vacations for over 30 years! ▪ A solid track record of growth, an industry pacesetter, ▪ Over 350,000 owners ▪ Resorts all over the United States. ▪ Franz could say he started out in as a salesperson and has stayed for xx years because it is a company he believes in.) 	<ul style="list-style-type: none"> ▪ Show Wall Street Journal article clip... with a few highlighted quotes... ▪ Map graphic showing nationwide resorts...

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<p>VOICEOVER:</p> <p>Are YOU ready?</p> <p>To go WHERE you want.</p> <p>WHEN you want.</p> <p>For AS LONG AS you want....</p>	
<p>Skip the cramped hotel rooms...the costly vacation homes...</p> <p>Start enjoying the luxury vacations you DESERVE..... without the costs and hassles you don't....</p> <p>A Fairfield timeshare program could be your ticket to a LIFETIME of memorable vacations!</p> <p>For Travel Log, I'm ___<u>insert host's name</u>___.</p>	<p>Any hotel/home visuals we could use here?</p> <p>Resort and people lifestyle shots mixed....to Fairfield logo with whatever on-screen info we want to include...</p>

SCRIPT AUTHORIZATION

___APPROVED, AS IS.

___APPROVED, WITH CHANGES.

Name: _____ Company: _____

Signature: _____ Date: _____