

<b>BARNES AND NOBLE’S FAMILY WARMTH COMMERCIAL</b>	
<b>VIDEO</b>	<b>AUDIO</b>
<p>1) OVER THE SHOULDER SHOT: PERSON READING AN ARTICLE ON THEIR PHONE</p> <p>CUT TO.</p>	<p>MUSIC: ‘I CAN’T WAIT’ BY SAMUEL ORSON.</p> <p>NOTE: Announcer speaks with a very warm tone at a steady pace</p> <p>Announcer: In this new, digital age-</p>
<p>2) WS: FAMILY IN A LIVINGROOM. PARENTS ON COUCH WATCHING VIDEOS ON PHONES. CHILD ON FLOOR WATCHING VIDEOS ON TABLET.</p> <p>CUT TO.</p>	<p>SFX: VIDEOS PLAYING FROM EACH DEVICE</p> <p>Announcer: we’re seeing our family-</p>
<p>3) MS: TWO TEENS LISTENING TO MUSIC FROM THEIR PHONES WHILE TEXTING.</p> <p>CUT TO.</p>	<p>SFX: MUFFLED MUSIC PLAYING</p> <p>Announcer: and friends less and less every day.</p>
<p>4) WS: BnN ON ALAFAYA ON A CLEAR, SUNNY DAY.</p> <p>TEXT TRANSITION.</p>	<p>Announcer: So, bring the joy and warmth back into your home-</p>
<p>5) WS: SAME AS SHOT 4. CG A “SALE” SIGN SPINNING FROM THE CENTER AS IT GROWS.</p> <p>CUT TO.</p>	<p>Announcer: with Barnes and Noble’s first fall sale!</p>

<p>6) OVER THE SHOULDER: RETURN TO PERSON READING ON PHONE (SHOT 1).  WIPE TRANSITION.</p>	<p>Announcer: Get together and discuss your favorite authors with-</p>
<p>7) WS: PERSON AT A TABLE WITH OTHERS, HOLDING BOOKS AND TALKING. BOOK CLUB. CAMERA PANS AROUND TABLE CLOCKWISE. CG OF -50% SIGN IN BOTTOM RIGHT CORNER.  CUT TO.</p>	<p>Announcer: 20 of the year's best- selling books, from mysteries to memoirs at 50 percent off.</p>
<p>8) WS: RETURN TO FAMILY (SHOT 2) ON COUCH ON THEIR DEVICES.  WIPE TRANSITION.</p>	<p>SFX: VIDEOS PLAYING FROM EACH DEVICE  Announcer: Get back to Monday Movie Nights -</p>
<p>9) LOW ANGLE WS: BEHIND THE COUCH, SEEING THE TOPS OF THE FAMILIES HEADS. THEY SIT TOGETHER WATCHING A MOVIE TOGETHER.  CUT TO.</p>	<p>Announcer: and pick up a movie for the whole family at 25 percent off.</p>
<p>10) MS: RETURN TO TWO FRIENDS (SHOT 3) LISTENING TO MUSIC AND TEXTING.  WIPE TRANSITION.</p>	<p>SFX: MUFFLED MUSIC PLAYING  Announcer: Finally get those teens to take off their headphones-</p>

<p>11) WS: FRIENDS DANCING TO CD PLAYER ON TABLE. CG A - 20% SIGN IN BOTTOM RIGHT CORNER.</p> <p>WIPE TRANSITION.</p>	<p>Announcer: and jam to Barnes and Noble's wide variety of music genres, including pop, jazz, and country with favorites like Beyonce and Radiohead. With special edition vinyl recordings at 20 percent off.</p>
<p>12) CU: TABLE AS A MAGAZINE, POSTERS, AND GAMES ARE GENTLY TOSSED ONTO THE TABLE AS THEY ARE CUED FROM THE ANNOUNCER. CG -25% SIGN IN TOP LEFT CORNER.</p> <p>CUT TO.</p>	<p>Announcer: Magazines, posters, games, toys, DVDs and more are 25 percent off with Barnes and Noble's fall sale.</p>
<p>13) CU: NOVEMBER CALENDAR PAGE. DATES OF SALE HIGHLIGHTED ON PAGE.</p> <p>CUT TO.</p>	<p>Announcer: Bring the laughter back into your home from the first of November to the 20<sup>th</sup>. Store hours are from ten A-M to nine P-M, Monday through Saturday. And noon to 6 on Sundays.</p>
<p>14) LOW ANGLE SHOT: OF BnN ALAFAYA ON A CLEAR DAY.</p> <p>TEXT TRANSITION.</p>	<p>Announcer: So, come on. Get the family out of their rooms and off of their phones, here at Barnes and Noble-</p>

<p>15) LOW ANGLE SHOT: SAME AS SHOT 14. CG ADDRESS OF BnN SCROLL ACROSS SCREEN.  TEXT TRANSITION.</p>	<p>Announcer: on 4-81 North Alafaya Trail in Orlando.</p>
<p>16) LOW ANGLE SHOT: SAME AS SHOT 14. CG PHONE NUMBER OF BnN SCROLL ACROSS SCREEN.  TEXT TRANSITION.</p>	<p>Announcer: Give them a call at (4-0- 7) 2-7-5-1-7-6-5. That's (4-0-7) 2-7- 5-1-7-6-5. Make your home feel like home again.</p>