**SUBJECT:** Big Joe XL FUF Infomercial Script

**SHOOTING LOCATION:** School and home

**TARGET AUDIENCE:** College students, Parents/friends/family of college students

**LENGTH:** 4:10 minute

[MUSIC]: SOUNDTRACK 1 STARTS

[NARRATOR]: Do you ever find yourself sitting at an uncomfortable desk in an uncomfortable chair all day just to come home and do the exact same thing? Sitting in a low-support chair for extended periods of time can be the source of multiple health issues. It can cause lower back pain and is the single leading cause of disability. Poorly supported seats are known to be the source of various chronic health conditions such as mental health problems, poor digestion, muscle loss, varicose veins, and weak bones.

[MUSIC]: SOUNTRACK 1 DROPS OUT

[MUSIC]: SOUNTRACK 2 STARTS

[NARRATOR]: Home is for comfort and relaxation. With the Big Joe XL FUF, that’s exactly what you will get. Get home and cozy up in your XL FUF. It provides excellent relaxation which eliminates mental tension and depression. The bean bag is composed of eco-friendly, shredded memory foam. The memory foam takes shape of your body’s natural curvature and this allows for maximum support and comfort. The increased level of comfort results in higher productivity capabilities.

There is so much to do with your Big Joe XL FUF. It is the ideal place to study after a long day at school. After you get done studying, use your XL FUF to cuddle up and watch a movie or read a book. Don’t have a place for friends to sleep when they visit? You do now. Maybe you like trust falls but you don’t trust your friends enough to catch you. No worries, the XL FUF will always catch you. Training to be a WWE fighter but have nowhere to practice? We’ve got you.

The XL FUF is much more than just a chair. Get creative with how you use your XL FUF. Tweet us @BuyBigJoe and tell us how you would use your XL FUF and receive 10% off your next purchase. Or, tweet a picture or video of how you use your Big Joe FUF and be entered for a chance to win a custom FUF cover.

Do you like lounging alone or do you like to invite a friend, maybe even two? With whopping dimensions of four feet wide, three feet tall, and six feet long, there’s plenty of room for all of your friends!

The XL FUF comes in a variety of colors and materials that will be sure to compliment any space. Choose from three different materials including comfort suede, union, and ripple. It can be fashioned in a multitude of colors such as Kiwi, Sierra Red, Steel Gray, Espresso, and more.

The search ends here! Your dream chair is no longer a dream, it’s reality! Why wait for dreams to come true, when they can come true right now? Your new XL FUF is one easy call away. Call now to get your XL FUF at 1-800-BIG-FUFS or order online at BuyBigJoe.com. We care about your lounging and studying needs, and if you call within the next 15 minutes, we will include a free Lap Study Desk! This Lap Study Desk will take your lounging and studying to a whole new level, and it can be yours for free! But wait, there’s more! Along with your Lap Study Desk, we will take an extra 50% off your choice of a second XL FUF of XXL FUF if you call now. What a deal!

We turn dreams into reality so that you can start catching up on Z’s in your XL FUF and start dreaming up some new stuff for yourself. All it costs you is four easy payments of $49.99, plus shipping and handling. Submit any proof of college enrollment at checkout and receive an additional 10% off. A Big Joe FUF is the perfect gift for your college student, making their dorm or apartment the prime place for relaxation and socialization. Give them the ultimate gift of comfort for their graduation, birthday, or the upcoming holiday season. For the complete gift, add in one of our many custom FUF covers to personalize it to their style. Call 1-800-BIG-FUFS today! That’s 1-800-B-I-G-F-U-F-S. Visit us online at BuyBigJoe.com.

The napportunitites are endless.

[MUSIC]: SOUNTRACK 2 DROPS OUT