



Boomerang Studio Inc.

Client: Comcast High Speed Internet

Project: radio spot

Date: 1/25/06

Title: Dial Up Dudes

Group of men, vary in ages, tones.
Announcer, female, friendly.

MAN 1: I hereby call to order another meeting of the "Dial Up Dudes."
We're still dial up to the internet...

ALL IN UNISON: (like their motto) "And we like it just fine!!"

MAN 1: That's right. Our first order of business regards our former member,
Frank Jennings.

(SFX: slight boos, hissing from group)

MAN 1: It seems Frankie was too good for dial up. He said it was too slow!
So he abandoned us for Comcast High Speed Internet at only 29.99 a month
for 3 months!

MAN 2: (hesitant, surprised) That's a great price.

MAN 3: (like a secret) I heard Comcast is super fast.

MAN 4: Yeah, I heard it even beats Qwest DSL.

MAN 1: Wa--wait a sec: are you sayin' that you'd rather surf the web than
wait?! That you don't enjoy the prolonged, epic breaks between web pages?!
That you no longer believe in Dial Up?!!

MAN 2: Yeah, that's pretty much what we're saying.

(others chime in: yeah, uh-huh...)

(Music kicks in)

ANNCR: Call 1-800 Comcast and get Comcast High Speed Internet for just
29.99 a month for 3 months. A lot more speed and features for a lot less
money. At up to 6 megabits per second, Comcast is faster than Qwest DSL.
So call 1 800 Comcast today!