

ABC, Inc.

77 West 66th Street, New York, NY 10023-6298

ADVERTISING STANDARDS AND GUIDELINES (REVISED 07/07) NOW AVAILABLE.
Email christina.samuda@abc.com with the words 'Request for Revised Guidelines' in the subject line.

Please be reminded that all tape submissions (roughcuts and finals) must be accompanied by an appropriate cover letter containing written instructions and agency/advertiser contact information. Failure to provide such information may delay the clearance process.

TO: SCHADE, DEANA **DATE:** 4/9/2010
AGENCY: ZIMMERMAN AGENCY **ADVERTISER:** LANE BRYANT

Product: LANE BRYANT **Medium:** TV
Title: 3 TRUTHS #1 REV.7 **ISCI:** **Length:** 30
ABC Status: Roughcut Pending **Restricted From (ABC):** Kids & Tweens
Family Status: Roughcut Pending **Restricted From (Family):** Kids & Tweens
Talent: **Commercial Date:** 4/9/2010 12:40:33 PM

Restrictions For ABC: - UPON APPROVAL, THIS COMMERCIAL IS ACCEPTABLE ONLY IN THE FOLLOWING PROGRAMS / TIME PERIODS(ET):

- Daytime Dramas
- Post 9 PM

- UPON APPROVAL, THIS COMMERCIAL IS RESTRICTED FROM THE FOLLOWING PROGRAMMING / TIME PERIODS(ET):

- Extreme Makeover: Home Edition AND Wipeout
- Animated Wonderful World of Disney
- Wonderful World of Disney
- America's Funniest Videos
- Game Shows

Restrictions For Family: - UPON APPROVAL, THIS COMMERCIAL IS RESTRICTED FROM THE FOLLOWING PROGRAMMING / TIME PERIODS(ET):

- Movies rated TV-G and/or the Family Block: Full House, Family Matters, Boy Meets World, Step by Step, Sister-Sister and Sabrina, the Teenage Witch.

We will require the following: - Please provide a written release from the following individual(s) or organization(s) which provides their consent to their participation or mention in this commercial: The movie poster El Amante Sabroso.

- Please provide complete details of the advertised offer. The details must include confirmation of the advertised price, start/end dates, and any limitations, restrictions or conditions.
- Please secure a letter from the Humane Society or a certified animal trainer confirming that no

animals were harmed during the production of this commercial; alternatively, please show evidence that the Humane Society was contacted but declined to be present.

- Please confirm the accuracy of the 800# and/or website featured in this commercial and the fact that it will remain as represented for the duration of the flight of the commercial.

Comments: Hi Deana,

Please remove the word "hell" from the line "One hell of a great time."

Product:	LANE BRYANT		Medium: TV
Title:	MOM CUT #2 REV.6	ISCI:	Length: 30
ABC Status:	Roughcut Pending	Restricted From (ABC):	Kids & Tweens
Family Status:	Roughcut Pending	Restricted From (Family):	Kids & Tweens
Talent:		Commercial Date:	4/9/2010 12:43:23 PM

Restrictions For ABC: - UPON APPROVAL, THIS COMMERCIAL IS ACCEPTABLE ONLY IN THE FOLLOWING PROGRAMS / TIME PERIODS(ET):

- Daytime Dramas
- Post 9 PM

- UPON APPROVAL, THIS COMMERCIAL IS RESTRICTED FROM THE FOLLOWING PROGRAMMING / TIME PERIODS(ET):

- Extreme Makeover: Home Edition AND Wipeout
- Animated Wonderful World of Disney
- Wonderful World of Disney
- Dancing with the Stars
- America's Funniest Videos
- Game Shows

Restrictions For Family: - UPON APPROVAL, THIS COMMERCIAL IS ACCEPTABLE ONLY IN THE FOLLOWING PROGRAMS / TIME PERIODS(ET):

- Post 9 PM

- UPON APPROVAL, THIS COMMERCIAL IS RESTRICTED FROM THE FOLLOWING PROGRAMMING / TIME PERIODS(ET):

- Movies rated TV-G and/or the Family Block: Full House, Family Matters, Boy Meets World, Step by Step, Sister-Sister and Sabrina, the Teenage Witch.

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- Please confirm the accuracy of the 800# and/or website featured in this commercial and the fact that it will remain as represented for the duration of the flight of the commercial. lanebryant.com/free

Valerie Broughton
(212) 456-7889

Commercials and Public Service Announcements may not contain any data embedded in any portion of the audio or video signal to this policy are listed in the *Program Element Delivery Requirements*.

*This status report is for the sole use of the intended recipient(s) and may contain **confidential** and privileged information. Any unauthorized person who is not the intended recipient or his/her duly appointed representative, please contact the sender immediately and destroy all copies disseminated to third parties without the express written consent of the Broadcast Standards and Practices Department.*