

SARATOGA GAMING AND RACEWAY

(announcing, excitement, energy, fast)

Come experience the excitement at Saratoga Gaming and Raceway. Our state-of-the-art facility offers a beautiful racetrack, casino and dining facilities and is located in the quaint and historic Saratoga Springs, a popular destination for over 100 years. In keeping with tradition, Saratoga Gaming and Raceway was the first video gaming property established in New York State. There is so much to do here; odds are, you'll have the time of your life!

CLAIROL HYDRIENCE

(sexy, slow, inviting)

Clairol. Now with a Triple Moisturizing Conditioner. Deep-moisture your color to lush and radiant. Hair in great condition colors more evenly. Hydrience Deep Moisturizing Color Crème. Deeply conditions and protects to lock in unstoppable, lush, radiant color. Clairol Hydrience.

Allstate

(serious, sympathetic, slow)

If 12 jumbo jets crashed every year, something would be done about it. Every year, nearly 6,000 teens die in automobile accidents. We can all help stop teen driving deaths--and the good news is we can start today. It's time to make the world a safer place to drive. That's Allstate's stand. Allstate, you're in good hands.

Brawny-English Version

(funny, sarcastic, female)

A woman loves a man who's spontaneous. (Like when he suddenly decides to wipe the smudges off the hallway mirror.) Use Brawny paper towels with **STRENGTH** for scrubbing, **ABSORPTION** for spills and **LOW LINT** for cleaning. That's triple action performance. That's Brawny.

AMSTEL LIGHT

(Funny, Sarcastic, male)

Hey ...if life were perfect, magazines would never smell like perfume, dogs would walk themselves, and algebra would really come in handy. Well, look on the bright side, at least there's AMSTEL LIGHT. It has only 95 calories, but you still get real imported taste. You don't give up a thing. Who says nothing's perfect?... Amstel Light.

SMITH BARNEY

(proud, personal, inviting)

Ordinarily, you wouldn't think of financial people as being philosophical types. Then again, Smith Barney is no ordinary company. We've developed a very definite philosophy about investing, based on guiding principles, practiced and perfected for well over a century.

Smith Barney. We make money the old-fashioned way: We earn it.

FOREVER STRONG

(dramatic, weighty, slow)

On the field where tradition is king, where coaches are legends, warriors will rise. With nothing left to lose, Rick Penning has a chance to discover what it takes to be a champion. His will will be tested, his dedication will be tried and his reward will be freedom.

ADT HOME SECURITY SYSTEM

(professional, corporate, sense of urgency)

ADT, the number-one leader in home security systems, is now offering free installation and 20% off your first monthly payment on any ADT home system package. Get the most from your home security provider. We want to protect you and your loved ones. So take advantage of this special offer and contact a Security Advisor today. Get started on safe-guarding your home. Call 1-800-ADT-ASAP.

THERMACARE HEAT WRAP

(personal one on one, make it believable)

Wow, my aching back isn't aching for a change! I put on a ThermaCare HeatWrap, it heated up and my pain melted away. The wrap stays hot for eight hours and the pain relief lasts for 16. And it's heat I can take absolutely anywhere, which is more than I can say for a hot shower. The heat goes with me. The pain stays behind. ThermaCare HeatWrap.

ENDUROX R4 PERFORMANCE RECOVERY SPORTS DRINK

(tough, lower voice range)

Whether you're working hard at the gym or pushing yourself that extra mile or lap, know that Endurox R4 has your post-recovery needs in check. With its patented 4:1 ratio of protein and carbohydrate blend, Endurox R4 will help you recover faster and come back stronger. Studies have shown that Endurox R4 can help rebuild muscle protein and reduce muscle damage from workouts. If you're looking for more out of a recovery sports drink, look no further than Endurox R4. Stop by your local GNC or Vitamin World and try it out today.

Six Flags Magic Mountain Coasters

(Big energy, youthful)

One of the largest theme parks in the country, Six Flags Magic Mountain is home to several of the world's best thrill rides. Located in Valencia, California, the collection includes coasters called Psyclone, Ninja and Viper. The two most spine-tingling are the Colossus and Goliath. At 125 feet high and with speeds reaching more than 60 miles per hour, Colossus is the tallest and fastest wooden roller coaster on the West Coast. Goliath, however, tips the scales. The people at Magic Mountain call this one a "megacoaster, the best of the best." And it truly is. This ride holds the title of one of the fastest coasters in the world and is a must for anyone who appreciates a scream-filled, hold-on-for-dear-life kind of experience.

Solder

(very dry material, but you must make it sound interesting by being interested in it)

Solder is a metal alloy made by combining tin and lead in different proportions. Here, the proportions are equal, so it's known as fifty-fifty solder: 50% tin and 50% lead. A sixty-forty solder would consist of 60% tin and 40% lead. You can find these percentages marked on various types of solder available, and sometimes only the tin percentage is shown. The striking fact about solder is its low melting point. Pure lead has a melting point of 325 degrees Celsius; pure tin a melting point of 232 degrees. But when you combine them into a fifty-fifty solder, the melting point drops to 216 degrees...

Political Conventions

(Each phrase or even word can have it's own nuance and character, just make sure it flows)

A political convention is after all not a meeting of a corporation's board of directors; it is a fiesta, a carnival, a pig-rooting, horse-snorting, band-playing, voice-screaming medieval get-together of greed, practical lust, compromised idealism, career-advancement, meeting, feud, vendetta, conciliation, of rabble-rousers, embraces, and collective rivers of animal sweat."

Earth's Tilt

(mysterious, full of wonder)

A new spin on the earth's rotation: Welcome to the tropics of Alaska. The sand dunes of Siberia. Imagine a shift in the earth so profound that it could force the entire planet to spin on its side. A new report from a Princeton geo-science team gives us the first real evidence that this kind of major shift happened-some 800-million years ago. This theory is called "true polar wander." It says that if an object of sufficient weight, such as a super-size volcano, ever formed far from the equator, the planet would tilt and rotate itself until the extra weight was located at the equator. Although it's unlikely to occur anytime soon, they say it could happen again. Before you pack your beach blanket for Alaska, know that a shift like this would take some five million to 20 million years.

The Clothesline Project

(serious, sympathetic, compassionate, slow)

Their stories are hung on clotheslines all over the world, written on T shirts, waving like prayer flags in the wind. The Clothesline Project began as a creative way to educate others about domestic violence. It's become a way to celebrate a woman's strength to survive and the courage to break the silence that often surrounds her experience. Many survivors feel that making a shirt has been a vital part of their healing and recovery process. Friends and families hang the shirts to honor the women they've loved and maybe even lost. Starting a Clothesline Project in your community is one way to give women who've been hurt or killed a voice and a place to be heard...and seen. This powerful display serves as both a moving tribute and a vital means of conveying the enormity of the problem. Help break the cycle of violence against women—hang it out to dry.

Eleanor Roosevelt

(upbeat, different voices for characters)

Eleanor Roosevelt brought a breezy informality and bustle of activity to the White House. At the inaugural buffet, the President waited his turn to be served like anyone else, and Mrs. Roosevelt helped with the serving. She also horrified chief usher "Ike" Hoover by insisting immediately on operating the elevator herself. "That just isn't done, Mrs. Roosevelt," he protested. "It is now," she said, slipping in alone and closing the door. During Mrs. Roosevelt's first day at the White House, a woman reporter telephoned and asked for Mrs. Roosevelt's secretary, Malvina Thompson. "Miss Thompson isn't in," a voice replied. "May I help?" "Who is this?" asked the reporter. "Mrs. Roosevelt," was the reply.

MCN Corporation

(professional, corporate)

MCN Corporation is taking advantage of changes in the natural gas industry in a way that is helping to build strong shareholder value. Once thought of as strictly a gas utility, MCN is on its way to becoming an energy company with a diversified portfolio of natural gas-related businesses. With a three-part strategy for growth that emphasizes the company's natural gas expertise, MCN is exploiting market opportunities to produce superior corporate performance. During 2006, MCN's record performance was reflected in outstanding financial results. Net income increased 27% to \$72.8 million on total revenues of \$1.47 billion.

Edwards County

(warm, inviting, slow)

Whether it's a warm hello, a neighborly smile, watching the beauty of a prairie sunset or enjoying the peacefulness of a starry evening, you know that Edwards County is the place to call home. The Kansas prairie holds this caring community in the palm of its hand. Located just two hours from Interstate 70, it's halfway between New York City and San Francisco. Edwards County embraces the future, while remembering its past: a hundred years ago, German, Swedish and Danish immigrants came by railroad and settled in this area's wide-open spaces with progressive and dedicated hearts.

Haunted Castle

(Scary, mysterious)

The ghost haunting Comlongon Castle in Clarencefield, Scotland died trying to get out of an arranged marriage. In 1564, Marian Carruthers, a local noblewoman, was on the verge of being forced into the marriage when she disappeared. Her body was found a few months later. Locals say that because she was never given a proper funeral, her spirit still roams the many passageways, chambers and spiral staircases enclosed within the castle's 12-foot-thick stone walls. Today, the castle is run as a three-star hotel and is a popular wedding and honeymoon spot. Guests spend their days fishing, riding horses or golfing on the three nearby courses. Later, guests retire to the 12 suites, thankfully equipped with all the modern conveniences despite the castle's age. But with the wind blowing through the 120 acres of secluded grounds, and perhaps the faint cry of the anguished Marian Carruthers, some guests may find it hard to sleep.

CIGNA Healthcare

(warm, friendly, do not try to sound like a machine)

Thank you for calling CIGNA Healthcare. To assure quality service, your call may be monitored. To select, or change, your primary care physician, press 1. For questions about a claim or a bill, press 2. For benefit information and all other questions, press 3.