EXHIBIT B

Transcript of Television Advertisement
for www.FreeCreditReport.com

SOUND FX: [“Psst,” Screeching Tires]
VIDEO: Walking stick figure on yellow background comes to a stop and comes up to
camera.

VOICEOVER (Female): 

Do you have good credit?

SOUND FX: [Affirmative mumble; Sounds like: “Um-hum”]
VIDEO: Stick figure nods head in agreement.

VOICEOVER:

Or do you only think you have?

SOUND FX: [Mumble; Sounds like: “Hmmm?”]
VIDEO: Stick figure scratches head.

VOICEOVER:

Do you know how to check your credit report and find out?

SOUND FX: [Negative mumble; Sounds like: “Un-uh”]
VIDEO: Stick figure shrugs shoulders and puts out his hands palms up.

VOICEOVER:

A surprise on your credit report could mean you’d be turned
down for a mortgage,

SOUND FX: [Alarming yelp; Sounds like: “Yeah-ah”]
VIDEO: Stick figure walks past house which vanishes.

VOICEOVER:

A car loan,

SOUND FX: [Exhaustive sigh]
VIDEO: Stick figure walks past car which vanishes.

VOICEOVER:

Even a credit card.

SOUND FX: [Hugh scream and cry]
VIDEO: Stick figure walks past credit card which vanishes. He shakes and screams with
rage.

VOICEOVER:

Which is why you should log onto freecreditreport.com.

SOUND FX: [Relaxing sigh]
VIDEO: Stick figure approaches computer and starts typing then clasps hands and smiles.
VOICEOVER: Freecreditreport.com will show you how to find out online what’s in your credit report, who’s been checking it, and whether everything’s accurate.

VIDEO: Camera zooms into computer screen as stick figure responds to announcements.

VOICEOVER: So log onto freecreditreport.com today.

VOICEOVER: You’re going to do it now, aren’t you?

SOUND FX: [Affirmative mumble; Sounds like: “Um-hmm”]

VIDEO: Stick figure shakes head affirmatively.

VOICEOVER: Great.

VOICEOVER: Now, how about you?

SOUND FX: [Questioning mumble; Sounds like: “Hmm?” Bouncy music comes to end]

VIDEO: Stick figure runs off the screen.