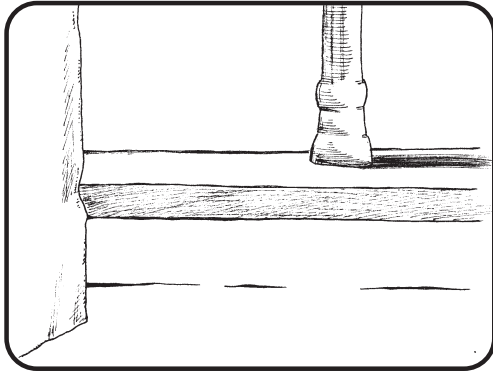


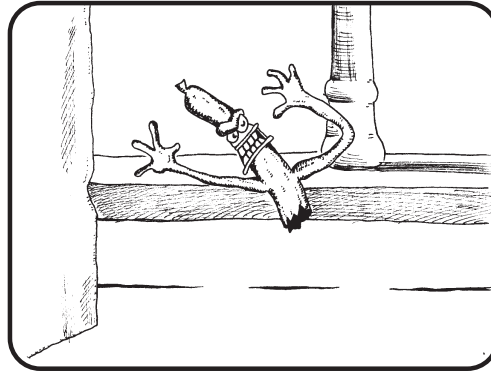
PEPERAMI "WIMP" 10-SECOND TELEVISION COMMERCIAL - STORYBOARD

FRAME 1



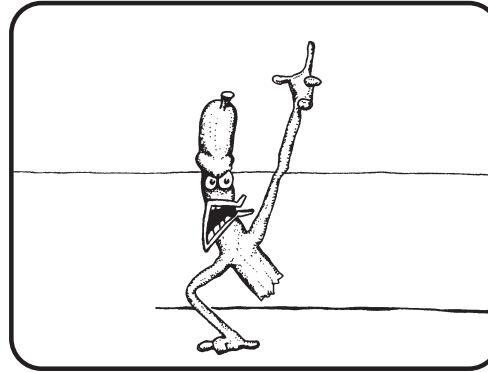
We open an urban street corner. We see the pavement and an adjoining wall.

FRAME 2



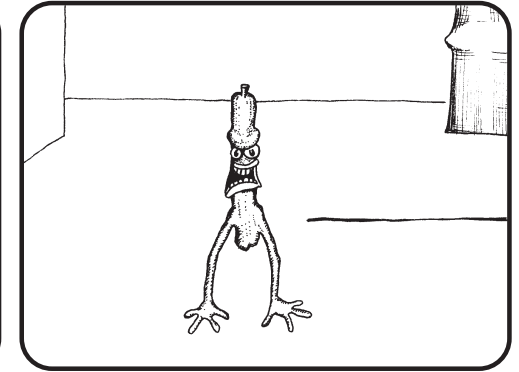
The Animal flies into the screen from around the corner, madly scrambling on his hands as he's missing his legs. He wildly scampers towards camera as he begins to shout...

FRAME 3



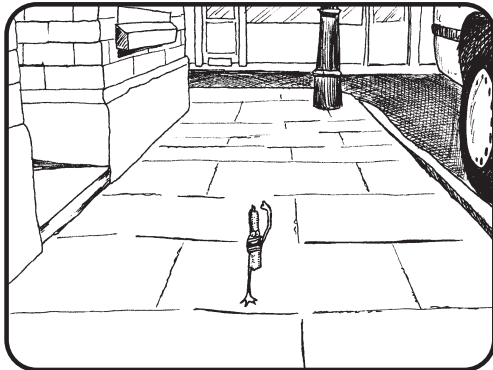
The Animal: Oy! Come back and finish me off, yah wimp!

FRAME 4



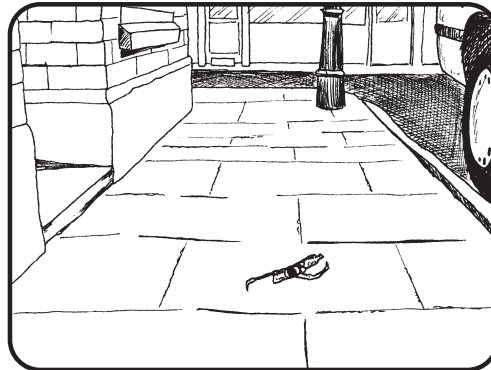
The Animal: What's the matter? Too spicy for you?

FRAME 5



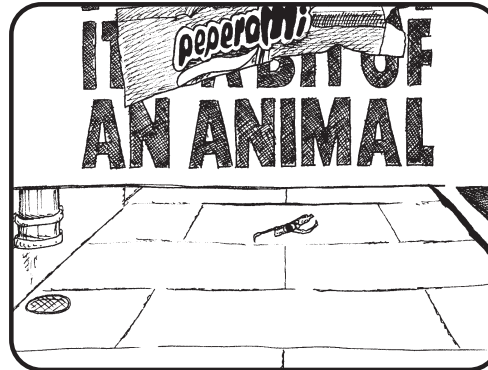
The Animal stops on one hand as he raises his other arm and shakes his fist at the camera.

FRAME 6



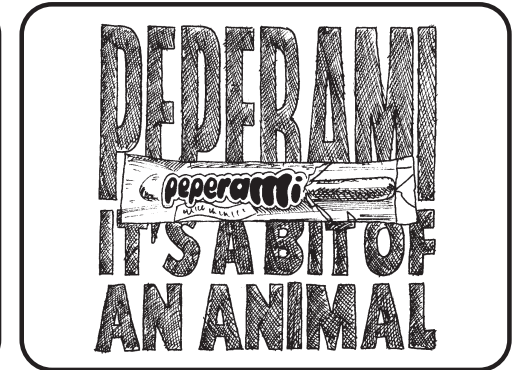
He loses balance and falls onto the sidewalk as an animated title appears from the top of the screen.

FRAME 7



Title: Peperami
It's a bit of an animal
Pack: A Peperami pack, containing what appears to be a struggling Peperami appears from the top of the screen and settles across the text.

FRAME 8



V/O: Peperami. It's a bit of an animal.