

AJF Partnership

Radio Copy

Client: Betfair

Product: World Cup Betting

Job No: BET0003/A

Length: 30 Seconds

Date: 3/07/06

Title: Knackered

A thirty-ish male voice-over delivers the script in a very dry, matter-of-fact tone of voice.

VO:

Been up watching the World Cup? Five to one you're knackered. Two to one you reckon we were robbed. Ten to one you understand the offside rule. And odds on you'll get the best World Cup prices with Betfair. Better choice, better value. Betfair.com.

AJF Partnership

Radio Copy

Client: Betfair

Product: World Cup Betting

Job No: BET0003/B

Length: 30 Seconds

Date: 3/07/06

Title: Asleep

A thirty-ish male voice-over delivers the script in a very dry, matter-of-fact tone of voice.

VO:

Been up late watching soccer? Three to one you fall asleep at your desk. Eight to one your head hits the keyboard and you log on to Betfair, where it's odds on you'll get the best World Cup prices going around. Better choice, better value, at Betfair.com.

Product: World Cup Betting
Job No: BET0003/C
Length: 30 Seconds
Date: 3/07/06
Title: Nancy-boy

A thirty-ish male voice-over delivers the script in a very dry, matter-of-fact tone of voice.

VO:

Been tuning into the World Cup? Two to one you've seen some nancy-boy take a dive. Three to one the ref missed it. Odds on your punting odds have taken a dive too. Unless you're with Betfair. Better choice, better value, at Betfair.com.

AJF Partnership

Radio Copy

Client: Betfair
Product: World Cup Betting
Job No: BET0003/D
Length: 30 Seconds
Date: 3/07/06
Title: I Win

A thirty-ish male voice-over delivers the script in a very dry, matter-of-fact tone of voice.

VO:

Hey, you listening to the radio. I bet you a hundred bucks this is a fifteen second commercial telling you that you'll get better World Cup odds with Betfair. You beauty. I win. You can too. With better choice, and better value, at Betfair.com.