COPY MANUSCRIPT

Client: Dairy Management Inc.

Writer: Stephanie Feirn

Date: October 28, 2010

Job Title: Cheese commercial

Commercial Title: Try cheese today!

MUSIC: (“THIS CHEESE”)

SINGER: I don't want another cheese cracker  
I don't need another greasy cheese stick  
I don't want to learn the hard way  
Baby, stomach ache, oh no, goodbye  
But now you got me tryin’ real cheese   
going right in my belly

It’s the way cheese tastes  
It's a feeling like yum   
It's just so darn healthy  
It's so reasonable   
It's that squeaky sound  
It's, ah, addicting  
This cheese, this cheese, so edible   
This cheese, this cheese

The mouse said to other mouse  
"How do humans take all our snacks, oh  
All I wanted was a piece of cheese  
With a good taste, soft texture, reasonable price”

You can eat cheese as a snack  
or even in the a.m., oh  
You can eat cheese as dip  
While you could just eat it plain, oh  
Eat it in cheesy slow motion

American, cheddar or provolone

ANNCR: Try cheese today! Cheese is delicious, plus gives you calcium, protein and other nutritional benefits. “Ahh, the power of cheese.” Visit <http://www.ilovecheese.com./>