Fox Advertising CLIENT: Rockstar, Inc.

345 Washington St. PRODUCT: Rockstar Energy Drink

St. Louis, Missouri TITLE: “Fast Asleep”

BROADCAST DEPT. WRITER: Nick Fox

LENGTH: 30

**VIDEO (SHOT TIMES) AUDIO (TRT)**

FADEUP ON:

1. MS OF BASEBALL PLAYER AT 1. SFX: (CRACK OF BAT ON BALL) HOME PLATE HITTING A BALL

IN THE AIR (:03) (:03)

CUT TO:

2. MCU OF BALL FALLING TO THE 2. SFX: (CROWD ROARS)

GROUND NEXT TO A SLEEPING

OUTFIELDER (:03) (:06)

3. MLS OF SEVERAL CARS LINED 3. SFX: (SEVERAL CARS HONKING) UP BEHIND A TRUCK AT A

GREEN LIGHT (:03) (:09)

4. MCU INSIDE OF TRUCK 4. SFX: (CARS HONKING)

WITH DRIVER ASLEEP AT

THE WHEEL (:02) (:11)

5. MS OF RUNNERS IN STARTING 5.

POSITION FOR A RACE (:02) (:13)

5A. MS OF RUNNERS RUNNING 5A. SFX: (GUN SHOT FOLLOWED BY

FROM STARTING POSITION, SOUND OF RUNNING)

ONE RUNNER REMAINS IN

PLACE (:03) (:16)

6. MCU OF RUNNER ASLEEP 6. SFX: (LIGHT SNORING)

IN HIS STARTING POSITION (:02) (:18)

7. LS OF PACKED CHURCH 7.

VIEWING A WEDDING (:01) (:19)

8. MCU, PRIEST 8. PRIEST: I now pronounce you man and

(:04) wife. You may kiss the bride. (:23)

9. MCU OF BRIDE TURNING TO 9. SFX: (LIGHT SNORING)

DISCOVER THE GROOM

ASLEEP SHOVES HIM TO WAKE

HIM UP, HE STAGGERS AS HE

AWAKENS (:03) (:26)

DISSOLVE TO:

5. ROCKSTAR LOGO AND 5. ANNCR. V/O: Don’t fall asleep when it

SEVERAL CANS OF ROCKSTAR matters the most wake up with Rockstar

ENERGY DRINK (:03.0) energy drink. (:29.0)

FADEOUT (:0.5) (:29.5)