

	ACTION	DIALOGUE/NARRATION
0	Ben Stein sits in front of Rodin's "The Thinker" mimicking his pose.	<b>STEIN:</b> Hello, I'm Ben Stein. They say we only use 10% of our brains. Wouldn't it be nice if we could use the other 90% and become investing geniuses?
1	CHRISTY, a forty-year-old Caucasian woman tries the pose.	<b>CHRISTY:</b> If I keep thinking like this will I be a better investor?
2	ROBERT, a thirty-year-old African-american man tries the thinker pose. After a moment he cracks up.	<b>ROBERT:</b> No, I don't feel any smarter.
3	Christy again.	<b>CHRISTY:</b> Maybe if I added a thinking, pondering sound, like "hghmmm."
4	Ben and the others break out of their "Thinker" poses.	<b>STEIN:</b> Unfortunately, even deep thinking doesn't produce all the right answers. That's why E*TRADE's Planning and Advice is such a valuable tool. Who among us couldn't benefit from having access to a nationwide network of expert Ernst and Young financial consultants?
5	See close-ups of the E*TRADE screen and E*TRADE Advisors Center.	<b>NARRATOR:</b> E*TRADE's E*Trade Advisor is a revolutionary financial management system that combines the speed and convenience of technology with the help of personal experts to help guide your investment planning.

6	See close-ups of the E*TRADE screen and E*TRADE Advisors Center.	<p><b>NARRATOR:</b></p> <p>Get portfolio analysis and forecasts, pertinent investment information, custom tailored Action Plans and recommendations from our E*TRADE representatives and Ernst and Young Financial Consultants.</p>
7	Screen close-ups Knowledge Center.	<p><b>NARRATOR:</b></p> <p>E*TRADE has made learning about financial matters easier with the Knowledge Center. Just click on to find out investment strategies, useful tax and financial statements, and a glossary of key financial terms explained clearly and concisely.</p>
8	Screen close-ups of the Educational Plan.	<p><b>NARRATOR:</b></p> <p>E*TRADE also offers an exceptional tax deferred college savings plan. A 529 plan offers investors an opportunity to contribute to a loved one's educational future and allows them to take advantage of substantial estate tax benefits. Tax advantages associated with this plan can also help you maximize how much of your savings can be used for educational expenses.</p>
0/	Ben once again stands in front of the Thinker.	<p><b>STEIN:</b></p> <p>People have always wondered what "The Thinker" was thinking about. Probably investing decisions, circa 1890. I'm sure he could have used E*TRADE's Planning and Advice services.</p>
00	E*TRADE logo.	