

EXHIBIT E-2

EXCERPTED TRANSCRIPT

RADIO PROGRAM WITH NATALIE DAY AND DR. RONALD JAHNER
COGNIPRIN NEW CTA

Exhibit pagination on bottom center of each page of this excerpt.

1 OFFICIAL TRANSCRIPT PROCEEDING

2 FEDERAL TRADE COMMISSION

3
4
5
6
7 MATTER NO. 1523024

8
9
10 TITLE XXL IMPRESSIONS, LLC

11
12
13 DATE RECORDED: DATE UNKNOWN

14
15 TRANSCRIBED: APRIL 6, 2015

16 REVISED: JULY 31, 2015

17
18 PAGES 1 THROUGH 30

19
20
21
22
23
24 RADIO PROGRAM WITH NATALIE DAY AND DR. RONALD JAHNER

25 COGNIPRIN NEW CTA

P R O C E E D I N G S

- - - - -

RADIO PROGRAM WITH NATALIE DAY AND DR. RONALD JAHNER

NATALIE DAY: Hello, and welcome to the program. I'm Natalie Day, and we have an extraordinary show about the brain and memory loss and how you can easily improve your memory, focus and concentration.

You know, about our mid to late twenties, we start losing brain power and our cognitive function. Our mental sharpness -- you've noticed this -- you know, what normally gets us through the day, it starts to decline, it gets harder and harder to get through the day without feeling mentally drained and foggy and tired. This decline, some experts are saying, is so steep that our brains may actually be wasting away significantly faster than our bodies.

My guest today says relief is here. Thanks to a breakthrough in the nutritional world, we can now all safely and easily roll back mental decline by as much as 12 years. This means we can improve our memory by 44 percent right now. We can get rid of brain fog and improve memory recall even waking up brain cells that have been sleeping. You're going to find out all about that in just a moment. I'll be talking with the exciting Dr. Ronald Jahner, a national board certified

1 it. It's safe, natural substances in a nutritional
2 production called CogniPrin, that actually -- the
3 research studies are already in. The ingredients in
4 CogniPrin have been thoroughly researched and are proven
5 to improve mental function in almost everyone who takes
6 it.

7 NATALIE DAY: For all of the first-time
8 customers out there, you're going to be able to try
9 CogniPrin for one month free. All you need to do is call
10 1-800-588-6475. That's 1-800-588-6475. CogniPrin's been
11 called the brain oxygen boosting miracle that energizes
12 mind, mood and memory. It sharpens focus, clears away
13 brain fog and erases 12 years of lost memory power. So,
14 The ifog and erases 12(guarant-2., so I want268 encoiti 93TJ0 ow(Cogn/P0 -2.268

15
16
17
18
19
20
21
22
23
24
25

1 lipofuscin occurs in the brain, which it will, if it's
2 happening on your hands, it's happening in your brain,
3 it's actually a form of sludge, a slime that kind of
4 builds up on the brain and those molecules in your brain
5 are oxidizing your brain tissue and the fatty insulation
6 that protects the brain. So, it's a very similar
7 phenomena to rust forming on metal. So, of course, if
8 that happens, now you're going to have even more problem
9 with the brain communicating within itself and with the
10 body.

11 Now, what I'm here to talk about is that
12 there's solid research and clinical experience. We're
13 talking about multiple double-blind studies, research

14
15
16
17
18
19
20
21
22
23
24
25

1 numbers like that. You're not hearing the percentages of
2 improvement you can have. They just don't have the
3 clinical studies that CogniPrin has behind it, which is
4 why this is such a breakthrough on this program today.

5 Here is something even more exciting, Dr.
6 Jahner, that the makers of CogniPrin are making a
7 guarantee to everyone in my listening audience today.
8 What they're saying is try CogniPrin just even for three
9 weeks and you're going to improve your memory and reduce
10 mental decline or it's free, you won't pay for it.
11 CogniPrin's been called the brain oxygen boosting miracle
12 that energizes mind, mood and memory, sharpens focus,
13 clears away brain fog and erases -- erases 12 years of
14 lost memory power.

15 Write this number down, folks, 1-800-588-6475.
16 That's 1-800-588-6475. CogniPrin's been called the brain
17 oxygen boosting miracle that energizes mind, mood and
18 memory. It sharpens focus, clears away brain fog and
19 erases 12 years of lost memory power. So, every new
20 customer will automatically receive a free 30-day supply
21 along with their first order.

22 And that's not all. They're making it almost
23 impossible not to try CogniPrin today because they're
24 including two free bonus items when you call. The first
25 bonus item, I love this, it's called Goji Melts. While

1 have wondered, is there any way to reverse brain decline?
2 I mean, that's -- that's the holy grail of brain
3 research.

4 NATALIE DAY: Sure.

5 DR. RONALD JAHNER: Now, no one had ever been
6 able to figure out how to do that. We could give you
7 some things to do or take that would stop it from getting
8 a lot worse. But based on research done at Stanford
9 University, they tested some of the key ingredients in
10 CogniPrin and they actually were able to show significant
11 improvement in all aspects of cognitive function. That
12 includes learning, memory, recalling numbers, names,
13 faces. And the results were so dramatic that they
14 actually felt that the average person in the study had
15 reversed their cognitive decline by 10 to 12 years.

16 NATALIE DAY: Wow.

17 DR. RONALD JAHNER: If they were 50, they're
18 now functioning like someone who's 35 or 40.

19 NATALIE DAY: What does it mean for me, the
20 common person, that my memory is going to be rolled back
21 12 years?

22 DR. RONALD JAHNER: Well, look at the work you
23 do, Natalie. I mean, you're talking to people, you're
24 conversational, you know a tremendous amount of
25 information about the people you interview because you

1 C E R T I F I C A T I O N O F T Y P I S T

2 MATTER NUMBER: 1523024

3 CASE TITLE: XXL IMPRESSIONS, LLC

4 TAPING DATE: DATE UNKNOWN

5 TRANSCRIPTION DATE: APRIL 6, 2015

6 REVISION DATE: JULY 31, 2015

7

8 I HEREBY CERTIFY that the transcript contained
9 herein is a full and accurate transcript of the tapes
10 transcribed by me on the above cause before the FEDERAL
11 TRADE COMMISSION to the best of my knowledge and belief.

12

13 DATED: JULY 31, 2015

14

15

16 ELIZABETH M. FARRELL

17

18 C E R T I F I C A T I O N O F P R O O F R E A D E R

19

20 I HEREBY CERTIFY that I proofread the transcript for
21 accuracy in spelling, hyphenation, punctuation and
22 format.

23

24

25 SARA J. VANCE