



BRIGGS & STRATTON, LLC

Golf - 00:30 Spot

Hushed golf announcer: It's about a 200-yard shot. He should get a nice clean hit on this perfectly manicured fairway. And-what's this? There's a man running onto the course. He seems to be wearing a bathrobe.

Man: Hey! I keep telling you, this isn't a golf course, it's my lawn!

Announcer: Okay, just hit the ball and run. Ah, yes, the risk is worth the reward to play such a perfect lie. Now run, RUN!

Voice Over: A professional grade lawn is going to attract attention. Simplicity Lawn Mowers.

Baseball - 00:30 Spot

Excited baseball announcer: Bottom of the 9th, down by one, bases loaded, two outs, two strikes, and heeeere's the pitch....Wait! There's a man running onto the field, carry a spatula and shouting???

Man: Hey! HEY!!! This is isn't a baseball field, this is my LAWN!

Baseball announcer: So THAT's why there's a grill in left field. MmmmmmmMMM, that's one humdinger of a smell. And a lawn! Looks like that's the game folks!

Voice over: A professional grade lawn is gonna attract attention. Simplicity Lawn Mowers.



BRIGGS & STRATTON, LLC

SIMPLICITY LIVE READ RADIO SCRIPTS

LENGTH: 60 seconds

TITLE: Simplicity Regent™

ANNCR: You've heard of sports enthusiasts and hunting enthusiasts, but how about lawn enthusiasts? Well, there are lots of you out there who just love having a beautiful lawn. And lawn enthusiasts know that Simplicity tractors are famous for giving the best cut.

Your neighborhood Simplicity® Dealer (DEALER NAME) would like to show you the Simplicity Regent™ Lawn Tractor. The Regent is designed to bring you more mowing performance, more operator comfort, more durability, and more VALUE. It's the lawn tractor that brings you more. And best of all, because it's a Simplicity, you know you're getting a premium cut.

So whether you're a true lawn enthusiast, or you just want your lawn to look its best, stop into today at (DEALER NAME) and test drive the Simplicity Regent lawn tractor.

Simplicity... The Way to a Beautiful Lawn.

LENGTH: 30 seconds

TITLE: Simplicity Regent™

ANNCR: Simplicity® Lawn Tractors are known for giving a premium cut. Your friendly neighborhood Simplicity dealer (DEALER NAME) would like to show you the Simplicity Regent™ Lawn Tractor. The Regent is designed to bring you more performance, comfort, durability, and VALUE. And best of all, because it's a Simplicity, you can be sure you're getting the best cut.

So hurry in to (DEALER NAME) and test drive the Simplicity Regent lawn tractor. Simplicity... The Way to a Beautiful Lawn.



BRIGGS & STRATTON, LLC

SIMPLICITY LIVE READ RADIO SCRIPTS

LENGTH: 60 seconds

TITLE: Broadmoor™

ANNCR: Check out the finest cutting lawn tractor in the business, the Simplicity Broadmoor™ Lawn Tractor.

The Simplicity Broadmoor is literally a lawn tractor with the heart of a garden tractor, in fact it's built on the same heavy-duty steel frame as its larger garden tractor cousins. With a tough cast-iron front axle, and a choice of four different deck widths, the Broadmoor is one tough lawn tractor that's in it for the long haul, and it's available now at (DEALER NAME).

But don't think that the Simplicity Broadmoor is all brawn and no brains. It's the only lawn tractor on the market with an available automotive-style rear suspension system giving you a smoother ride.

So stop in at (DEALER NAME) to test drive the Simplicity Broadmoor and see for yourself why it's truly the finest lawn tractor in the business.

Simplicity... The Way To A Beautiful Lawn.

LENGTH: 30 seconds

TITLE: Broadmoor™

ANNCR: Simplicity's Broadmoor lawn tractor is both high-performance and comfortable to drive.

The Simplicity Broadmoor™ is a lawn tractor with the heart of a garden tractor. With features like a heavy-duty steel frame, cast-iron front axle, Automatic Controlled Traction™, a Free Floating™ Mower Deck and superior operator comfort, the Broadmoor is the finest lawn tractor in the business. Visit (DEALER NAME) to test drive the Simplicity Broadmoor lawn tractor today.

Simplicity... The Way To A Beautiful Lawn.



BRIGGS & STRATTON, LLC

SIMPLICITY LIVE READ RADIO SCRIPTS

LENGTH: 45 seconds

TITLE: Conquest™ & Prestige™

ANNCR: Is your yard the envy of the neighborhood? Or could it use a little help? Face it, lots of us dream of a manicured lawn, but do well just to keep it mowed.

Well, Simplicity® has the help you need with their Conquest™ and Prestige™ yard and garden tractors. These popular tractors can change your yard from ordinary to extraordinary. Their Free Floating™ mower deck follows the contours of your yard for a smooth, even cut. And Simplicity tractors from (DEALER NAME) deliver a beautifully striped lawn, just like at the ballpark! There's no trick to it, the exclusive full-width rollers do all the work.

So stop by (DEALER NAME) and test drive a Prestige or Conquest tractor from Simplicity. Your yard will thank you.

Simplicity... The Way To A Beautiful Lawn.

LENGTH: 20 seconds

TITLE: Conquest™ & Prestige™

ANNCR: Is your yard the envy of the neighborhood? Or could it use a little help? Simplicity has the help you need with their popular Conquest™ yard and Prestige™ Garden tractors. Their Free Floating™ Mower Deck and full-width rollers deliver a smooth, even cut and a beautifully striped effect, just like at the ballpark!

So stop by (DEALER NAME) today and test drive a Prestige or Conquest tractor from Simplicity.

Simplicity... The Way To A Beautiful Lawn.



BRIGGS & STRATTON, LLC

SIMPLICITY LIVE READ RADIO SCRIPTS

LENGTH: 60 seconds

TITLE: Simplicity Courier™

ANNCR: If you have a riding mower, you know that it'd be nice to have a convenient place to put the toys, dog bones, sticks, you name it, that you pick up before you start mowing. What do you do with all?! Well, Simplicity has the answer and it's available at (DEALER NAME). It's the Courier™, a zero-turn mower with an integrated rear cargo bed that lets you haul while you mow. You can carry flowers, gardening tools, firewood and more. And, if you attach ATV-style brackets to the bed's rails, you can carry rakes, shovels and string trimmers, too.

Since it's a Simplicity, everything about the Courier is quality. It's packed with commercial-inspired features like a welded commercial-style frame, a thick-walled pivoting front axle and fabricated mower deck options. It even has front or front & rear suspension for a smooth ride you have to feel to believe.

So visit your neighborhood Simplicity® Dealer (DEALER NAME) to see the exciting Courier.

(Disclaimer to be read fast at end) Cargo bed has a 50 pound capacity, do not overload; do not carry passengers. See dealer for details.

LENGTH: 30 seconds

TITLE: Simplicity Courier™

ANNCR: The Simplicity Courier™ combines the nimbleness of a zero-turn mower with the convenience of a utility vehicle. Its integrated rear cargo bed lets you haul flowers, tools, firewood and more.

Available at (DEALER NAME), the Courier is also packed with commercial-inspired features like a welded commercial-style frame and fabricated mower deck options. It even offers front or front & rear suspension.

So visit your neighborhood Simplicity® Dealer (DEALER NAME) to check out the Courier today.

(Disclaimer to be read fast at end) Cargo bed has a 50 pound capacity, do not overload; do not carry passengers. See dealer for details.



BRIGGS & STRATTON, LLC

SIMPLICITY LIVE READ RADIO SCRIPTS

LENGTH: 60 seconds

TITLE: Simplicity Contender

ANNCR: When you take care of your yard, you do much more than cut the grass. And there's a new mower that does more too. The Simplicity Contender zero turn. It has a handy rear cargo bed that can carry flowers, tools and mulch, so you don't have to. You have to see it to believe it and your neighborhood Simplicity dealer, (DEALER NAME), would love to show you just how versatile the Contender is.

And, since it's a Simplicity, the Contender is brimming with commercial style features -like a powerful Briggs & Stratton commercial series engine, high-speed transaxles, and a heavy-duty fabricated mower deck. The deck even comes with a limited lifetime warranty.

So, hurry over to (DEALER NAME) today and check out the mower that's more than a mower. The Simplicity Contender.

Simplicity... The way to a beautiful lawn.

(Disclaimer to be read fast at end) Cargo bed has a 100 pound capacity, do not overload; do not carry passengers. See dealer for details.

LENGTH: 30 seconds

TITLE: Simplicity Contender

ANNCR: Simplicity has a new zero turn mower that's more than a mower and (DEALER NAME) has one in their showroom right now. The Simplicity Contender has a handy rear cargo bed that can carry flowers, tools and more.

And since it's a Simplicity, the Contender is brimming with commercial style features that you have to see to believe, so hurry over to (DEALER NAME) today.

Simplicity... The way to a beautiful lawn.

(Disclaimer to be read fast at end) Cargo bed has a 100 pound capacity, do not overload; do not carry passengers. See dealer for details.



BRIGGS & STRATTON, LLC

SIMPLICITY LIVE READ RADIO SCRIPTS

LENGTH: 60 seconds

TITLE: Zero Turn Mowers

ANNCR: If you want to do a professional job, you need professional tools. So if you want your yard to look professionally groomed, why not use what the pro's use... a zero-turn mower. Now you can have all the features professionals demand... durability, heavy-duty construction and of course, a beautiful cut. And to see just how easy they are to operate, visit (DEALER NAME).

Most Simplicity Zero Turn mowers offer a front and rear suspension system to homeowners. By smoothing out the bumps and jolts, you'll get a more comfortable ride and your mower gets less wear and tear. Simplicity's mowers let you mow more lawn in less time... and you'll have fun doing it, because these mowers are unlike any you've ever used, unless you work for a professional lawn service, that is.

There's a Simplicity® Mower that's right for your home, from the compact Courier™ and its integrated cargo bed to the commercial quality Cobalt™. So stop by (DEALER NAME) and discover the secret to a professionally manicured lawn...

Simplicity... The Way To A Beautiful Lawn.

LENGTH: 30 seconds

TITLE: Zero Turn Mowers

ANNCR: Now you can mow like the pros, with a Simplicity® Zero Turn Mower. These mowers have all the features professionals demand... durability, heavy-duty construction and, of course, a perfect cut.

Simplicity's zero turn mowers with their exclusive suspension system let you mow more lawn in less time... and you'll have fun doing it, because these mowers are unlike any you've ever used, unless you work for a professional lawn service, that is.

So stop by (DEALER NAME) and discover the secret to a professionally manicured lawn...

Simplicity... The Way To A Beautiful Lawn.



BRIGGS & STRATTON, LLC

SIMPLICITY LIVE READ RADIO SCRIPTS

LENGTH: 60

TITLE: Dealer Advantage 1

ANNCR: When you're looking for someone to, let's say... repair your roof, you call a roof specialist. If your plumbing needs work, you call a plumbing specialist. And of course, if you need a new lawn or garden tractor, you see a dealer that specializes in lawn and garden tractors, right? Like (DEALER NAME). It only makes sense. After all, if you're serious about your lawn, you should get a lawn or garden tractor sold by someone who is dedicated to knowing their products, not someone who sells lighting fixtures one minute and driveway sealant the next.

More and more people are realizing the value in purchasing lawn and garden tractors from an independent Simplicity® Dealer. They know they'll be sold a tractor that's right for them and their lawn care needs.

Plus, Simplicity dealers offer test-drives, a variety of financing plans, factory-trained and certified service technicians, setup and delivery of your new tractor – and of course, the best tractors and zero turn mowers made, Simplicity.

So, when you're ready to take a major step toward getting a beautiful lawn, visit (DEALER NAME), and see the difference a Simplicity lawn care specialist makes.

Simplicity... The Way To A Beautiful Lawn.

LENGTH: 30

TITLE: Dealer Advantage 1

ANNCR: If you're serious about your lawn, you should get a lawn or garden tractor sold by someone who is dedicated to knowing their products. That's why more and more people are realizing the value in purchasing lawn and garden tractors from a local independent Simplicity® Dealer – like (DEALER NAME). They offer test-drives, financing plans, service technicians, setup and delivery – and of course, the best tractors and zero turn mowers made, Simplicity.

So visit (DEALER NAME), and see the difference a Simplicity lawn care specialist makes.

Simplicity... The Way To A Beautiful Lawn.



BRIGGS & STRATTON, LLC

SIMPLICITY LIVE READ RADIO SCRIPTS

LENGTH: 60 seconds

TITLE: Dealer Advantage 2

ANNCR: So, you've finally made up your mind... you are going to buy that new lawn or garden tractor. Have you done your homework?... do you know how much gross horsepower you want, the size of the mower deck you'll need, and have you decided what sort of attachments you will eventually be needing – a snowthrower, grass collector, maybe a tiller? And there is no doubt you have also made note of what type of lawn you'll be mowing – is it an incline, will good traction be an issue? There's a lot to consider. Well, there is a place that can answer all these questions, (DEALER NAME), your local Independent Simplicity® Dealer.

Simplicity dealers are experienced, dedicated professionals who know the products, their features, and can answer your questions and recommend the Simplicity that best fits your needs and budget. They offer

test-drives, financing plans, service technicians, setup and delivery – and of course, the best tractors and zero turn mowers made – Simplicity.

So visit (DEALER NAME) and see the difference a Simplicity lawn care specialist makes.

Simplicity... The Way To A Beautiful Lawn.

LENGTH: 30 seconds

TITLE: Dealer Advantage 2

ANNCR: So, you are going to buy a new lawn or garden tractor. Have you done your homework?... do you know how much horsepower or the size of the mower deck you need, and what type of lawn you will be mowing? Well, there is a place that can answer all these questions and more, (DEALER NAME), your local Independent Simplicity® Dealer.

They're experienced, dedicated professionals who know the products and their features. They offer test-drives, financing plans, service technicians, setup and delivery – and of course, the best tractors and zero turn mowers made – Simplicity.

So visit (DEALER NAME) and see the difference a Simplicity lawn care specialist makes.

Simplicity... The Way To A Beautiful Lawn.



BRIGGS & STRATTON, LLC

SIMPLICITY LIVE READ RADIO SCRIPTS

LENGTH: 60 seconds

TITLE: Pre-Season Rebate Sale

ANNCR: Missed opportunities can leave a person full of regret. Which is why (DEALER NAME) is giving you so many opportunities to get a new Simplicity® Tractor, riding mower or zero turn mower... your first step to a beautiful lawn.

You'll find great deals now on the world's finest mowers. Like rebates on select models and special financing plans with approved credit. Ask your dealer for details.

This is your chance to own the only mowers that offer a Free Floating™ Mower Deck, Automatic Controlled Traction™, full-width rollers for a beautifully striped lawn, and automotive-style suspension system for a smooth ride.

Don't let a great opportunity like this pass you by... The Simplicity spring rebate sale is going on now at (DEALER NAME).

Simplicity... The Way To A Beautiful Lawn.

LENGTH: 30 seconds

TITLE: Pre-Season Rebate Sale

ANNCR: Missed opportunities can leave a person full of regret. Which is why (DEALER NAME) is giving you so many opportunities to get a new Simplicity® Tractor or Zero Turn Mower.

You'll find great deals now on the world's finest mowers. Like rebates on select models and special financing plans with approved credit. Ask your dealer for details.

Don't let a great opportunity like this pass you by... The Simplicity spring rebate sale, going on now at (DEALER NAME).

Simplicity... The Way To A Beautiful Lawn.



BRIGGS & STRATTON, LLC

SIMPLICITY LIVE READ RADIO SCRIPTS

LENGTH: 60 seconds

TITLE: Why Buy A Simplicity?

ANNCR: It has been said time and time again, “You get what you pay for.” In the case of Simplicity[®] Lawn and Garden Tractors – you get even more... Exclusive Simplicity features like Free Floating[™] Mower Decks for a perfectly manicured cut, full-width rollers for a beautifully striped lawn, Suspension Comfort System[™] for a smooth ride, and Automatic Controlled Traction[™] for the best traction system in the industry. And that’s just for starters. When you purchase a Simplicity riding mower, you also get that legendary Simplicity quality – quality that’s been around for over 90 years.

Just stop in (DEALER NAME) and you’ll see the durable construction that goes into every Simplicity product... Heavy-gauge all steel hoods, deep mower decks, heavy-duty transmissions, all built on solid frames and driven by efficient, powerful engines.

Simplicity... The Way To A Beautiful Lawn.

LENGTH: 30

TITLE: Why Buy A Simplicity?

ANNCR: It has been said time and time again, “You get what you pay for.” In the case of Simplicity[®] Lawn and Garden Tractors – you get even more. Exclusive features like Free Floating[™] mower decks for a perfectly manicured cut, full-width rollers for a beautifully striped lawn, Suspension Comfort System[™] for a smooth ride, and Automatic Controlled Traction[™] for the best traction system in the industry.

So, do you want to settle for getting what you pay for, or getting more? Visit (DEALER NAME) to see the exclusive features of a Simplicity... The Way To A Beautiful Lawn.



BRIGGS & STRATTON, LLC

SIMPLICITY LIVE READ RADIO SCRIPTS

LENGTH: 60 seconds

TITLE: Baseball Park Stripes

ANNCR: What is it you love about going to a baseball game? Is it the crack of the bat and rooting for the home team? I think we all know what it really is... it's the field! All those beautiful stripes and intricate patterns... you sit there and wonder how you can get your lawn to look that nice. Well, the answer is simple... Simplicity actually!

Simplicity® Riding Mowers from (DEALER NAME) are the only homeowner brand of tractors that can deliver a gorgeous ballpark-striped lawn. And when you mow with a Simplicity, you're not only getting a beautifully striped lawn, you're also getting a perfectly manicured cut. That's because Simplicity's Free Floating™ Mower Deck with full-width rollers follows the contours of your lawn exactly for a smooth, even cut.

Stop by (DEALER NAME) today and ask to see the only complete line of tractors that can stripe your lawn like the big leagues...

Simplicity... The Way To A Beautiful Lawn.

LENGTH: 30 seconds

TITLE: Why Buy A Simplicity?

ANNCR: No matter which team you cheer for, when it comes to baseball there's something everyone can agree is a winner... the field! All those beautiful stripes and intricate patterns... ever wonder how you can get your lawn to look that nice? Well, the answer is simple... Simplicity, actually.

Simplicity® Tractors from (DEALER NAME) are the only homeowner brand of tractors that can deliver a gorgeous ballpark-striped lawn. Stop by today and ask to see the only complete line of tractors that can stripe your lawn like the big leagues...

Simplicity... The Way To A Beautiful Lawn.



BRIGGS & STRATTON, LLC

SIMPLICITY LIVE READ RADIO SCRIPTS

LENGTH: 30 seconds

TITLE: Simplicity Tractors

ANNCR: What is it about how a well-manicured lawn looks? Well, ask anyone who owns a Simplicity and they will tell you what it is, Pride.

What's the secret? Simplicity tractors have an innovative Free Floating™ Mower Deck with full-width rollers that follow the contours of your lawn and deliver a precision cut. Not to mention the ability to create eye-catching ballpark-style striping patterns sure to get anyone's attention.

Take pride in how *your* lawn will look and visit your local Simplicity® Dealer (DEALER NAME) to test drive a Simplicity today.



BRIGGS & STRATTON, LLC

SIMPLICITY LIVE READ RADIO SCRIPTS

LENGTH: 30 seconds

TITLE: Simplicity Zero Turn Mowers

ANNCR: Tired of spending all afternoon mowing the lawn?

Well, Simplicity has the help you need to get the job done quickly and efficiently.

Simplicity® Zero Turn Mowers are easy-to-manuever and offer commercial-style mowing technology with a patented suspension system for increased mowing productivity and comfort.

See how easy it is to tackle you lawn mowing chores with a Simplicity zero turn mower! Visit your local Simplicity dealer (DEALER NAME) to test drive a Simplicity zero turn today.



BRIGGS & STRATTON
CORPORATION

SIMPLICITY LIVE READ RADIO SCRIPTS

LENGTH: 30 seconds

TITLE: Simplicity Regent

ANNCR: Life may have its ups and downs. But today's up – big time. With the new Regent Lawn Tractor from Simplicity. Designed for the ups, downs and every contour of your lawn. The Regent features Simplicity's free floating deck for that great Simplicity cut. Rear suspension for control and comfort. The world-class endurance and power of its Briggs & Stratton engine. We could go on and on. You will too – no matter what the terrain serves up. The new Regent Lawn Tractors from Simplicity. The way to a beautiful lawn.

(:05) Dealer Tag