

Open in school cafeteria.
There is a long table with a
row of kids on each side.



SFX : cafeteria sound effects.

A boy is sitting at the head
of the table with his lunch
spread before him which is
almost completely finished.



He opens a pack of
Pringles Snack Stacks...

...and pulls out a printed
crisp.



The set behind him begins to
change into game show.
A glittery sign drops and reads
"Pringle Prints."

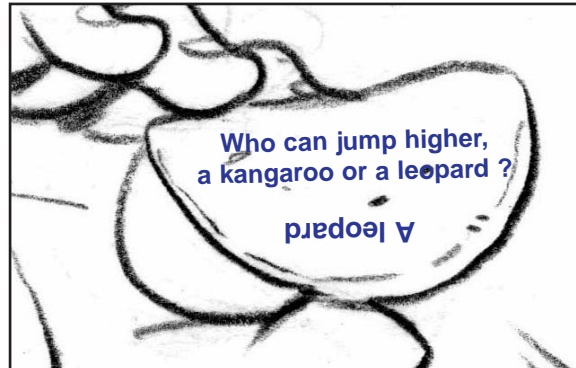
The boy transforms to a host
with a microphone. The other
kids become contestants.



SFX: Game show music fades
up.

The host reads off the crisp as if he's a game show host reading from a card.

Close-up of the crisp in the host's hand



Host: Who can jump higher, a kangaroo or a leopard?

Girl on host's right side thinks.



Girl: Um...

Boy on his left slams his palm on a book.



Boy on left: A kangaroo.

Host: Wrong! Next question.

Host crunches the crisp.



SFX: Crunch

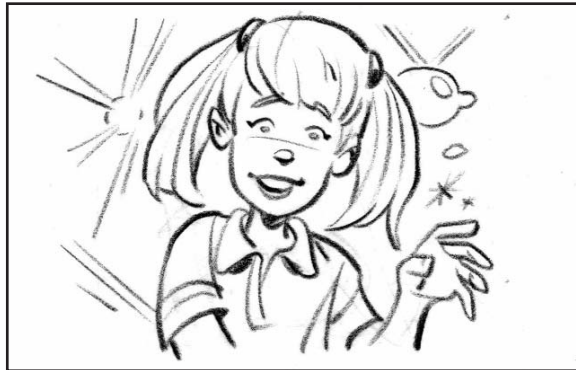
The next question is aimed at the next pair of kids.

Host looks at printed crisp.



Host: In ancient China, what did you use to add numbers?

Girl slams her hand and stands.



Girl: An abacus!

Host looks at crisp and checks the answer.

He then eats the crisp.



Host: Correct!

SFX: Crunch.

Cut to red curtain with logo on it.



Anncr: New Pringles Prints...

Curtain opens to display Mr. P. holding a crisp in his white-gloved hand.

The type falls onto the crisp.



...with hundreds questions from...

The type settles to demonstrate the actual product.



....Trivial Pursuit Jr. printed right on...

Mr. P. then chomps the crisp.



...the Pringles you love.

SFX: Crunch

Cut to product line-up: medium can, 8-pack and single serve tub.



They can make lunch time into fun-time.

The next question is aimed at the next pair of kids.



Host: What relatives name do you shout when you give up?

Cut to girls as she thinks about the question.



Cut back to host. He looks back as the end of lunch bell rings



SFX: Bell rings

Host: Oh, we're out of time...

Pull out to host. He holds printed Pringles to camera.

SUPER: First you read 'em, then you eat 'em.



Host: ...See you tomorrow.

Anncr: Pringles Prints. First you read 'em, then you eat 'em.

**First you read 'em.
Then you eat 'em.**

ALT ENDING

Pull out to host. He holds Pringles Trivial Pursuit Jr. Snack Stack to camera.

SUPER: First you read 'em, then you eat 'em.



Host: ...See you tomorrow.

Anncr: Pringles Prints. First you read 'em, then you eat 'em.