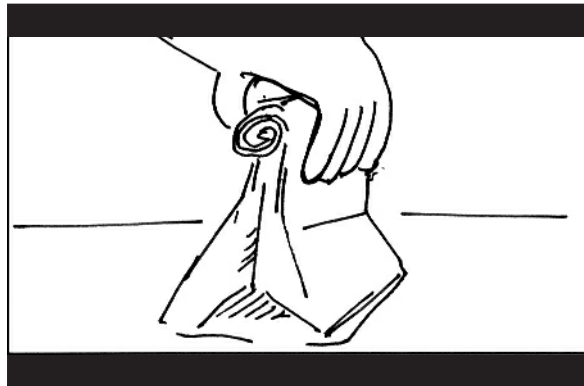


Cut to movie footage of Mr. Incredible grabs suit off of wall.



Cut to live action of a kid grabbing lunch bag off counter. i.e. mimicing Mr. Incredible.



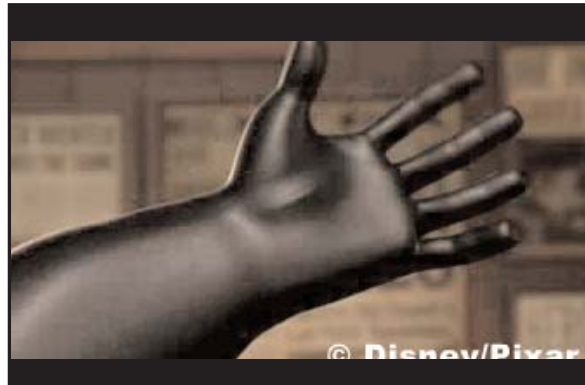
Mr. Incredible pulls up boot.



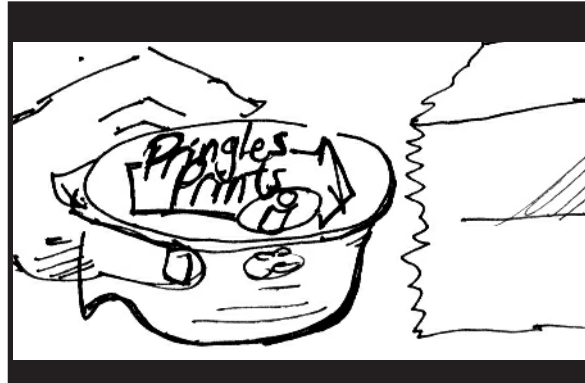
Kid pulls up his fallen tubes socks.



Mr. Incredible pulls on left glove.



Kid pulls out Pringles Incredibles Snack Stack from lunch bag.



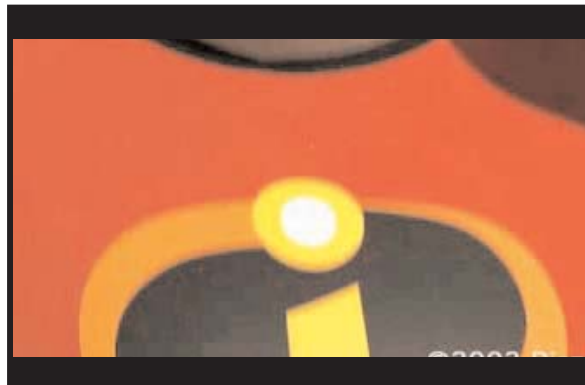
Mr. Incredible pulls on right glove.



Kid pulls top of Pringles Incredibles Snack Stack.



Mr. Incredible –  
pan up from logo  
on his chest.



Pan up from the  
Incredibles Pringle  
tub...following  
printed crisp.



Pan up to Mr.  
Incredible's face.



**Mr. Incredible:**  
It's show time!

Pan up to the kid's  
face.



**Kid:** It's Pringles  
Incredibles time!

He bites and smiles heroically.



**SFX:** Crunch!

Animation Demo starts...  
A Mr. P spotlight and The Incredibles spotlight appear over a cityscape



**VO:** ...It's Incredibles Pringles Prints!

A Mr. Incredible Pringle flies onto screen and lands on crisp.



**VO:** With the Incredibles superheros

Now Mrs. Incredible Pringle flies onto screen on a crisp.



An Incredibles Pringle flies onto screen with the movie quote on it.. "Saving the day, one day at a time." on it.



**VO:** and movie quotes right on your favorite Pringles!

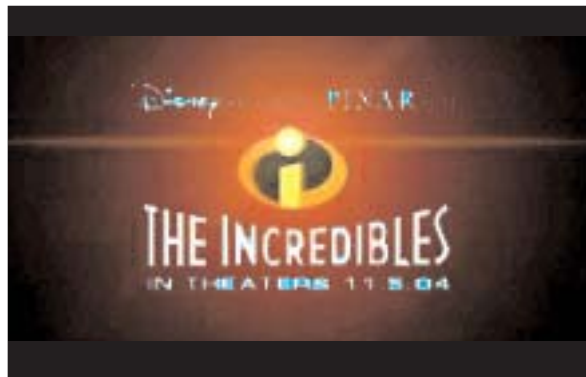
Cut to reveal our hero kid standing in lunchroom heroically with Incredible Pringles Prints, with other kids looking on.



Music swells up heroically.

**VO:** You'll be the hero of the lunchroom!

CutThe Incredible logo coming at you over cityscape. With Disney/Pixar & date of movie



Heroic super hero Cont.

**VO:** The Incredibles in theaters November 15!

Mr. P flies in wearing mask





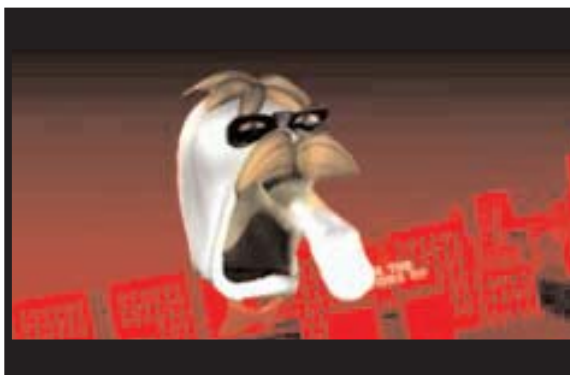
We see type land on chip.

I.E. gameshow



**VO:** There's printed fun on every one.

Mr. P crunches the Pringle.



**SFX:** Crunch!

Mr. P drops back as the cans of The Incredibles Pringles product come up into the scene.



**VO:** Pringles Prints

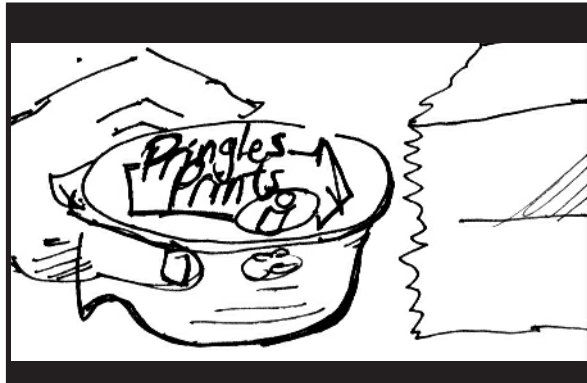
Open on movie footage of Mr. Incredible grabbing suit off of wall.



Heroic superhero music throughout

**VO:** You'll be...

Kid pulls out Pringles Incredibles Snack Stack from lunch bag.



....the hero of the...

Mr. Incredible pulls on right glove.



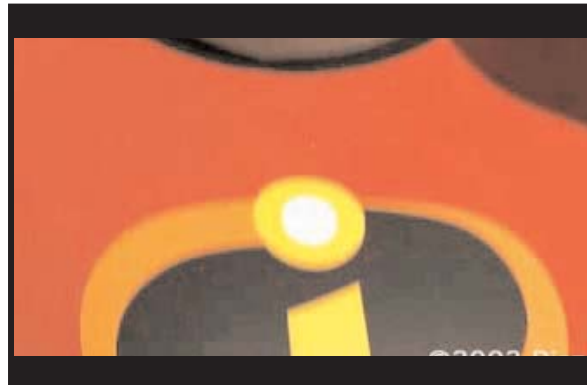
...lunchroom...

Kid pulls top of Pringles Incredibles Snack Stack.



with the Incredibles Pringles Prints!

Mr. Incredible –  
pan up from logo  
on his chest.



**VO:**

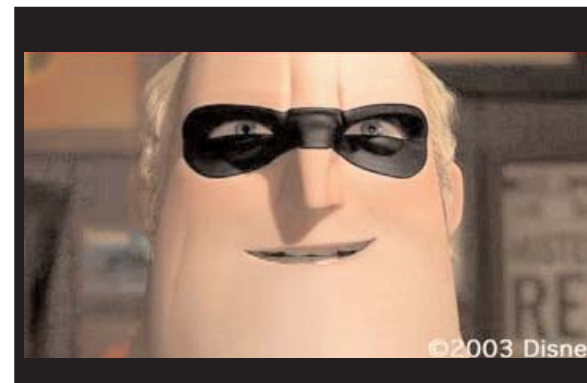
It's the Incredibles...

Pan up from the  
Incredibles Pringle  
tub...following  
printed crisp.



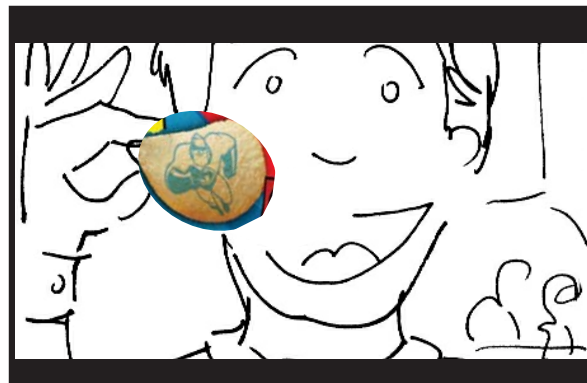
superheroes and movie  
quotes...

Pan up to Mr.  
Incredible's face.



...right on your...

Pan up to the kid's face.



...favorite Pringles!

**SFX:** Crunch!



Pull back to reveal our hero kid standing in lunchroom heroically with Incredible Pringles Prints, with other kids looking on.



Cut to The Incredibles logo coming at you over cityscape. Super Disney/Pixar logos and date of movie.



**VO:** The Incredibles in theaters November 15!

Mr. P flies in wearing mask



We see type land on chip ala Gameshow.



**VO:** With printed fun on every one...

Mr. P drops back as the cans of The Incredibles Pringles product come up into the scene.



**VO:** It's Incredible Pringles Prints.