Attachment EE

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FEDERAL TRADE COMMISSION

MATTER NO. [redacted]

TITLE LIFEWATCH, INC.

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TELEPHONE CONVERSATION BETWEEN DESHAUNA, JACQUELINE, LAVERNE AND "CHARLES DAWES"
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FEDERAL TRADE COMMISSION

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FEDERAL TRADE COMMISSION

In the Matter of:	)	
Lifewatch, Inc.	)	Matter No. [redacted]
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		February 13, 2015

The following transcript was produced from a digital recording provided to For The Record, Inc. on April 17, 2015.

P R O C E E D I N G S

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TELEPHONE CONVERSATION WITH DESHAUNA, JACQUELINE AND LAVERNE

MR. DAWES: Hello.

MALE RECORDING: Hello, seniors. Due to new health care regulations, you are now eligible to receive a personal medical alert system at no cost to you. Since you've already been referred to by a friend or family member, we have a system waiting to be shipped out to you. Press one now to receive your personal medical alert system. And by taking advantage today, you'll also receive $1,000 in grocery saving coupons, plus a 75 percent prescription discount card.

Again, press one now to receive your personal medical alert system. Press nine to opt out.

(On hold. Music playing.)

MALE RECORDING: Your call is very important to us. Please stay on the line and you'll be transferred to the next available agent.

(On hold. Music playing.)

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MALE RECORDING: Your call is very important to us. Please stay on the line and you'll be transferred to the next available agent.

(On hold. Music playing.)

DESHAUNA: Hello, this is Deshauna (phonetic) from Senior Life Support. May I ask who am I speaking with?

MR. DAWES: Yes, this is Charles.

DESHAUNA: I'm sorry, was that Charles?

MR. DAWES: Yes. Last name is Dawes.

DESHAUNA: Okay. And in case we -- and in case we get disconnected, is this the best number to reach you back on?

MR. DAWES: Yes, mm-hmm.

DESHAUNA: Okay, now, sir, is this a landline or your cell phone?

MR. DAWES: It's my cell phone.

DESHAUNA: You said it's your cell phone?

MR. DAWES: Yes, ma'am.

DESHAUNA: And do you have a home phone at home?

MR. DAWES: Not at the moment, no.

DESHAUNA: Okay.

MR. DAWES: I'm --

DESHAUNA: Well, Mr. Charles, for responding today to our senior --

MR. DAWES: -- going to get one, though.

DESHAUNA: I'm sorry?

MR. DAWES: I plan on getting one. I had it disconnected a few months ago. I'm thinking of getting it back, though. I kind of miss it.

DESHAUNA: Okay, sir, I completely understand. Well, sir, for responding today to our senior life support assistance program, you've been selected to receive a medical alert system at no cost, that has a value of over $400.

MR. DAWES: (Inaudible).

DESHAUNA: And my job is just to make sure that you are still eligible to take advantage of this special offer today.

MR. DAWES: (Inaudible).

DESHAUNA: I need to ask a couple of questions which will determine which one of our systems you qualify for, okay?

MR. DAWES: Okay.

DESHAUNA: Okay. Now, are you interested in

getting a medical alert system for yourself or someone else?

MR. DAWES: (Inaudible) for myself.

DESHAUNA: Okay. Do you currently own any type of medical alert system?

MR. DAWES: No.

DESHAUNA: Have you fallen before, sir?

MR. DAWES: Not -- not lately. I'm not in the best of health, though.

DESHAUNA: Okay. Okay. Have you ever been in a situation where you needed help and couldn't get to a phone?

MR. DAWES: Yeah, a few years ago, it was kind of a scare, but I'm okay now.

DESHAUNA: Okay. I completely understand. Okay, sir, so do you live alone or spend multiple hours by yourself?

MR. DAWES: Yes, I'm alone most of the time.

DESHAUNA: Okay. And are you responsible for your own finances or does someone else help you with that --

MR. DAWES: I'm responsible.

DESHAUNA: -- write your checks, pay your bills?

MR. DAWES: I am responsible for that. Besides

my Social Security, I got a pension as well. So, I'm okay financially.

DESHAUNA: Okay, sir. Okay, sir. Now, Mr. Charles, what address would you like your medical alert system sent to? I just want to make sure you qualify for free shipping as well.

MR. DAWES: It would -- it would be [redacted] --

DESHAUNA: I'm sorry, what was that?

MR. DAWES: [redacted].

DESHAUNA: [redacted]?

MR. DAWES: [redacted].

DESHAUNA: [redacted]?

MR. DAWES: Right, right. And that's Horn Lake, Mississippi.

DESHAUNA: I'm sorry, what was that, sir?

MR. DAWES: That's Horn Lake, Mississippi.

DESHAUNA: Sandlake, Mississippi?

MR. DAWES: No, Horn Lake, H-O-R --

DESHAUNA: (Inaudible).

MR. DAWES: Horn, H-O-R-N.

DESHAUNA: Oh, oh, I'm sorry about that, Horn Lake, Mississippi.

MR. DAWES: Yes.

DESHAUNA: And your zip code?

MR. DAWES: [redacted].

DESHAUNA: [redacted]?

MR. DAWES: [redacted].

DESHAUNA: [redacted]. And I'm sorry about that, but is your street name [redacted], [redacted]?

MR. DAWES: Well, they call it [redacted], you know. [redacted] is what they call it.

DESHAUNA: [redacted]?

MR. DAWES: Yeah.

DESHAUNA: Okay. Thank you so much for that. And, Mr. Charles, can you spell your first and last name for me?

MR. DAWES: Well, my first name's Charles, C-H-A-R-L-E-S, last name is Dawes, D-A-W-E-S.

DESHAUNA: D-A-W-E -- okay, Mr. Dawes. Okay, no problem. Now, let me tell you a little bit about the system you qualify for, okay, Mr. Dawes?

MR. DAWES: Okay.

DESHAUNA: Okay. You qualify for our mobile help cellular GPS unit, and with this system, you will receive a two-way voice speaker phone with GPS OnStar technology, a lightweight and waterproof help button wearable as a bracelet or it can be kept in your pocket or car as you decide. It's the same system you would see on TV and it works very simply.

If you have a medical emergency, a fire, burglary or even something extra like a fall that you have difficulty getting up from, you simply push the help button and speak hands-free to a care center representative. They will evaluate your situation, immediately get you the help you need, notify family or 911, and comfort you until help arrives. It provides great protection away from home and works in all 50 states and Canada.

You can also get driving directions, medical records and much more with just the push of a button.

Now, does that sound like something you'd be interested in today, Mr. Dawes?

MR. DAWES: Yeah, I -- in fact, you say it's a regular cell phone, too?

DESHAUNA: No, sir, it's pretty much like -- it's like a lightweight bracelet.

MR. DAWES: Okay, okay, I'm --

DESHAUNA: (Inaudible).

MR. DAWES: I was wondering if I might be able to change cell phones at the same time if it were to work, but, okay, never mind.

DESHAUNA: Okay. Okay. Now, with our special offer today, you will also receive a $50 gift card from Restaurants.com that can be used at over 50,000

restaurants nationwide.

MR. DAWES: Mm-hmm.

DESHAUNA: Each month you continue to use the system, you will receive a new $50 gift card in the mail that you can share with whoever you like.

MR. DAWES: Okay.

DESHAUNA: Also, you -- also, you will receive a free membership to our pharmacy discount club, which will give you huge discounts on all medications, prescriptions and all.

MR. DAWES: Okay.

DESHAUNA: Okay? All right. I think it's great that you decided to get yourself protected today. It sure will give you that piece of mind knowing that help is always there if you need it.

MR. DAWES: It sounds pretty good. How much is it a month?

DESHAUNA: Oh, that's -- okay. Now, as you know, we will be providing you with all the equipment for free.

MR. DAWES: Mm-hmm.

DESHAUNA: And right now it shows that you also will receive free shipping and your activation fees will also be waived.

MR. DAWES: (Inaudible).

DESHAUNA: All you would have to pay today is the small monthly monitoring fee of $44.95. There are absolutely no contracts. You can cancel at any time with no cancellation fees and everything else is completely free. Would you be interested in that today, sir?

MR. DAWES: Yeah. What is the monthly fee? Is it the same every month?

DESHAUNA: Yes, sir. And like I said, there's no contract or cancellation fee. You are not obligated. You can try out the system for a month. And if you don't like it, you can always send back the equipment --

MR. DAWES: Okay.

DESHAUNA: -- and never be charged ever again.

MR. DAWES: All right. Okay. That actually sounds pretty good.

DESHAUNA: Would you be interested in that today, sir?

MR. DAWES: Yeah, that's cheaper than the ones I've been looking at. Okay, yeah.

DESHAUNA: Okay. And for the monthly emergency medical monitoring, do you have your checkbook handy?

MR. DAWES: No, I've got my -- I've got a credit card. Is that okay?

DESHAUNA: Okay. Is it Visa, Master --

MR. DAWES: Visa.

DESHAUNA: -- Discover or American Express?

MR. DAWES: Visa.

DESHAUNA: It's Visa?

MR. DAWES: Right, mm-hmm.

DESHAUNA: Yes, sir. Well, you can use that card if you'd like.

MR. DAWES: All right, okay, yeah. I'd rather do that.

DESHAUNA: Okay, no problem. Let me get -- and you said it's a Visa?

MR. DAWES: Yes, ma'am.

DESHAUNA: Okay. Can I get the num -- the card number?

MR. DAWES: Okay, let's see. It's XXXX --

DESHAUNA: Mm-hmm.

MR. DAWES: XXXX.

DESHAUNA: XXXX, mm-hmm.

MR. DAWES: XXXX.

DESHAUNA: XXXX?

MR. DAWES: Right. And then XXXX.

DESHAUNA: XXXX. So, I have XXXX XXXX XXXX XXXX.

MR. DAWES: Yeah, that's right.

DESHAUNA: Is that right, Mr. Dawes?

MR. DAWES: Yes.

DESHAUNA: Okay. And your expiration date, please?

MR. DAWES: It would be 10 of 2016.

DESHAUNA: 10/16, okay.

MR. DAWES: Yeah.

DESHAUNA: Thank you so much for that. Okay. And your correct number is (901) [redacted]?

MR. DAWES: Yes, ma'am.

DESHAUNA: Okay.

MR. DAWES: When will it come in --

DESHAUNA: And that's -- that is your cell phone number, right?

MR. DAWES: Right, mm-hmm.

DESHAUNA: I'm sorry?

MR. DAWES: Yes. When will it come in?

DESHAUNA: Okay. It will be coming sev -- between -- within 7 to 10 business days.

MR. DAWES: Does it have to be wired up to anything in the house or it just operates off a -- off a phone line as a separate --

DESHAUNA: I'm sorry?

MR. DAWES: Does it have to be wired up to anything in the house? Do I need my landline back?

DESHAUNA: No, sir, this is a -- no, sir, you qualify -- you wanted -- you qualify for the GPS unit and

that has nothing to do with your home.

MR. DAWES: Oh, okay.

DESHAUNA: It's pretty much -- it's pretty much going to deal with your cell phone for the most part.

MR. DAWES: Okay, that's good, yeah. Okay.

DESHAUNA: Okay?

MR. DAWES: Okay.

DESHAUNA: Oh, I'm sorry?

MR. DAWES: Okay, yes.

DESHAUNA: All right. Hold on right -- hold on for one moment while I put your information in and make sure I get all your information correct, okay?

MR. DAWES: Okay.

DESHAUNA: Okay.

(On hold.)

DESHAUNA: Okay, sir, so I have your address as [redacted].

MR. DAWES: Yes.

DESHAUNA: Horn Lake, Mississippi.

MR. DAWES: Mm-hmm.

DESHAUNA: Zip code [redacted].

MR. DAWES: That's correct.

DESHAUNA: And I have your name as Charles, C-H-A-R-L-E-S, Dawes, D-A-W-E-S.

MR. DAWES: Right.

DESHAUNA: Okay. And I have your card information as a Visa XXXX XXXX XXXX XXXX, is that correct?

MR. DAWES: Yes, ma'am.

DESHAUNA: Okay. Now, would you like your payment postdated, sir, or you want them to take it out today?

MR. DAWES: If you could take it out Monday, that would be better.

DESHAUNA: Monday?

MR. DAWES: Yeah.

DESHAUNA: And Monday would be the 16th.

MR. DAWES: Right, mm-hmm.

DESHAUNA: Okay. So, you want it out Monday, February 16th, 2015?

MR. DAWES: Yes, ma'am, that would be better.

DESHAUNA: Okay, no problem. Okay, give me one moment while I put all your information into the system.

MR. DAWES: Okay.

(On hold.)

DESHAUNA: Hello, Mr. Dawes?

MR. DAWES: Yes.

DESHAUNA: Okay. Now, this is just a reminder.

MR. DAWES: Mm-hmm.

DESHAUNA: The $44.95 will be charged to --

will be charged Monday, the 16th, and every month after as long as you decide to keep the system. But you can cancel at any time with no cancellation fees or obligations, okay? All you have to do --

MR. DAWES: Okay.

DESHAUNA: -- is send back the equipment and you will never be charged again, okay?

MR. DAWES: Okay. Who would I send it back to? Would that be Lifewatch?

DESHAUNA: I'm sorry?

MR. DAWES: What company will I send it back to? Is it Lifewatch?

DESHAUNA: You will send -- no, you will send it back to Senior Life Support. You will get all that information when you get your system.

MR. DAWES: Okay. Where -- where is Senior Life Support located?

DESHAUNA: Our main office is in Buffalo, New York.

MR. DAWES: Okay, all right, okay. I was just curious.

DESHAUNA: Okay?

MR. DAWES: All right.

DESHAUNA: Oh, great. Your -- your equipment will be shipped to you at [redacted]

[redacted]

MR. DAWES: Mm-hmm.

DESHAUNA: Horn Lake, Mississippi, [redacted], and will arrive within the next seven to ten business days, okay?

MR. DAWES: Okay. All right, thanks.

DESHAUNA: Okay. Now, Mr. Dawes, remember to keep your card handy for verification because while in verification, the agents are not trained to answer any questions. So, before I transfer you, do you have any more questions for me?

MR. DAWES: No, I think that you've covered it all.

DESHAUNA: Okay, no problem. Thank you so much for that. I'm going to transfer you to our verification department so they can give you your order number and verify that I entered all of your information into the system correctly, okay?

MR. DAWES: Okay.

DESHAUNA: Okay. Again, before I transfer you, my name is Deshauna, and I'm the sales agent submitting your request. Please hold while I transfer you to the confirmation department. This may take a few minutes for your call to be answered, but please be patient and don't hang up until you talk to the confirmation department,

okay?

MR. DAWES: Okay.

DESHAUNA: Okay. Thank you for your time, sir, and I hope you enjoy your medical alert system when you get it, okay?

MR. DAWES: Okay, thank you. I hope I never need it.

DESHAUNA: Bye-bye, have a nice day.

MR. DAWES: Okay.

DESHAUNA: Okay, bye-bye.

MR. DAWES: Bye.

(On hold.)

MALE RECORDING: Your call is very important to us. Please stay on the line and you'll be transferred to the next available agent.

(On hold.)

MALE RECORDING: Your call is very important to us. Please stay on the line and you'll be transferred to the next available agent.

(On hold.)

MALE RECORDING: Your call is very important to us. Please stay on the line and you'll be transferred to the next available agent.

(On hold.)

JACQUELINE: Hello.

MR. DAWES: Yes, hello.

JACQUELINE: Hi, am I speaking with Charles?

MR. DAWES: Yes.

JACQUELINE: Hi, this is Jacqueline and I'm with the verification department for Senior Life Support, and I'm just going to review the order you placed for the medical alert system, okay?

MR. DAWES: Okay.

JACQUELINE: All right. And this line is being recorded for quality assurance purposes. Now, I have your first name as Charles, spelled C-H-A-R-L-E-S.

MR. DAWES: Yes.

JACQUELINE: Do you have a middle initial?

MR. DAWES: G.

JACQUELINE: G, okay. Last name Dawes, D-A-W-E-S.

MR. DAWES: Yes.

JACQUELINE: Okay. One moment. And I have your address as [redacted], Horn Lake, Mississippi.

MR. DAWES: Yes.

JACQUELINE: Okay. And the zip code I have is [redacted].

MR. DAWES: Yes, that's right.

JACQUELINE: It says there are multiple

addresses at that place. Is there -- is it an apartment number?

MR. DAWES: No.

JACQUELINE: No, no apartment number?

MR. DAWES: No, there shouldn't be any other addresses at that location.

JACQUELINE: Hmm, that's strange. Okay. So, it's [redacted]?

MR. DAWES: Right.

JACQUELINE: Okay, all right. And the phone number we have on file for you is (901)[redacted]. Is that a home phone or a cell phone?

MR. DAWES: That's a cell phone, but it's the only phone I got. It's -- I got rid of my landline.

JACQUELINE: All right. And what is -- you want to get the landline?

MR. DAWES: No, I got rid of my landline a few months ago.

JACQUELINE: Oh, okay. Oh, okay.

MR. DAWES: (Inaudible).

JACQUELINE: And what is the best time to contact you, mornings, afternoons or evenings?

MR. DAWES: Mornings after about 10:00.

JACQUELINE: Okay. All right. And what is your date of birth, sir?

MR. DAWES: Date of birth?

JACQUELINE: Yes.

MR. DAWES: [redacted].

JACQUELINE: [redacted]?

MR. DAWES: No, [redacted]. [redacted].

JACQUELINE: I can't hear you. [redacted]?

MR. DAWES: [redacted], right.

JACQUELINE: Okay. And what is the year?

MR. DAWES: [redacted].

JACQUELINE: Okay, thank you. All right. And I see that you are signed up for the GPS system for $44.95 per month. You're getting a $50 restaurant gift card from Restaurant.com and a pharmacy discount card and you're having this postdated til --

MR. DAWES: Monday.

JACQUELINE: -- the 16th, February 16th?

MR. DAWES: Yeah.

JACQUELINE: Okay, just making sure. All right. And for the monthly payment, let's see, you'll be using a Visa card, is that correct, sir?

MR. DAWES: Yes.

JACQUELINE: All right. Now, by providing your credit card information and verbal authorization today, February 13th, 2015, you are authorizing Senior Life Support to initiate a one-time credit card debit on

February 13 -- I'm sorry, yeah, February 16th, 2015, and that will be for the amount of $44.95. And a recurring credit card debit to your account in the amount of $44.95 on the 26th of every month. The first credit card debit will be drafted or applied from the account on or after February 16th, 2015, to be followed by a successive debit, if applicable, as just described.

Now, please note that if at any time you wish to revoke the authorization and cancel any scheduled debit to the account, you must notify us at least three business days prior to your scheduled debit date. In the event that you choose not to return the equipment, but you want to purchase the equipment, there is a one-time fee of $475. So, make sure if you cancel that you do return the equipment so you're not charged that fee, okay?

MR. DAWES: Okay.

JACQUELINE: All right, sir, do you authorize Senior Life Support to proceed with the credit card debits for the $44.95 on February 16th, 2015?

MR. DAWES: Yes, mm-hmm.

JACQUELINE: Okay, thank you. Credit card debits will be drafted from the account with the following information. Now, I'm just going to go over your card. I have card number XXXX XXXX XXXX XXXX.

MR. DAWES: Ah --

JACQUELINE: Expiration date, 10/16.

MR. DAWES: Yes, that's right.

JACQUELINE: And what is the three-digit security code on the back of the card?

MR. DAWES: [redacted].

JACQUELINE: Okay. And do you have that middle initial G on the card?

MR. DAWES: Yes.

JACQUELINE: Okay. And is the billing address the same as your home address?

MR. DAWES: Yes.

JACQUELINE: Okay, great. Give me one moment while I (inaudible) your customer ID number?

MR. DAWES: Okay.

JACQUELINE: Do you have a pen and paper on you?

MR. DAWES: Yes, hold on a second, let me get that. Okay.

JACQUELINE: It is 658 --

MR. DAWES: 658.

JACQUELINE: 658402 --

MR. DAWES: 402.

JACQUELINE: Uh-huh. 128.

MR. DAWES: 128, okay.

JACQUELINE: Okay. Now, give -- stay on the line with me, I'm just going to send you over to our shipping department. They're just going to finalize the order and let you know when you'll receive your equipment, okay?

MR. DAWES: Okay.

JACQUELINE: All right, please hold.

(On hold.)

MALE RECORDING: Thank you for calling Medical Alarm Systems. If you know your party's extension, you may dial it at any time. Please hold for the next available representative. Thank you.

(On hold.)

LAVERNE: Laverne speaking.

JACQUELINE: Yes, hi, I have a Charles on the line, customer ID is 658402 --

LAVERNE: Okay, give me one second.

JACQUELINE: Okay.

LAVERNE: Give me one second, okay? 658402.

JACQUELINE: 128.

LAVERNE: 128, okay.

JACQUELINE: Okay?

LAVERNE: All right, you can put him through.

JACQUELINE: Okay, thank you.

MR. DAWES: Hello.

LAVERNE: You're welcome.

Hi, Mr. Dawes.

MR. DAWES: Yes. Laverne?

LAVERNE: Hi, this is Laverne --

MR. DAWES: Yeah.

LAVERNE: -- from the -- yes. Laverne from the confirmation department. I just want to confirm the order that you just placed with us.

MR. DAWES: Yeah, well --

LAVERNE: You're at [redacted] in Horn Lake, Mississippi.

MR. DAWES: Yeah, that's (inaudible).

LAVERNE: [redacted].

MR. DAWES: Mm-hmm.

LAVERNE: Okay. You ordered a GPS unit for $44.95 per month.

MR. DAWES: Uh-huh.

LAVERNE: And you want us to postdate it til February 16th.

MR. DAWES: Yeah, that's what I said.

LAVERNE: Okay. Just let me save this information here.

MR. DAWES: I think you --

LAVERNE: Okay, yes. So, on Feb -- I'm sorry?

MR. DAWES: Yeah, this is not the first time

we've talked, Laverne. My -- my real name is William James. It seems like every time I go through the process of tracking these telemarketing scammers down, it always leads back to you. Now, are you -- are you guys going --

LAVERNE: Okay.

MR. DAWES: -- to tell me yet again that you're not behind it? Not you personally, but your company.

LAVERNE: I'm sorry, the call was -- the call was transferred to me, so you're not Willie -- you're not Charles Dawes?

MR. DAWES: No, I'm -- nor am I Gary Dopemor (phonetic) which is another name I gave you.

LAVERNE: Okay.

MR. DAWES: You remember me now, don't you?

LAVERNE: Yes, I do.

MR. DAWES: Okay, all right. Once again, I've gone through the motions because these scamming crooks called my cell phone using a spoof caller ID that's -- my number is on the do not call list and I told you people never ever to call me again and I'm still hearing from you guys just about every single day, sometimes several times a day. And every single time I go through the process of wasting an hour placing a bogus order, giving all bogus information, every single time, it tracks right back to Lifewatch USA and every single time, people with

your company keep telling me, oh, we're not behind it, it's somebody else, it's not us. I just wonder what you have to say about it this time?

LAVERNE: Mr. Dawes or Mr. James --

MR. DAWES: Yeah, I'm not Martin (inaudible) either.

LAVERNE: -- William James?

MR. DAWES: Yeah, that's another name I used once before with you guys.

LAVERNE: Okay. Well, I'm the -- from the confirmation department and what I do is confirm the orders.

MR. DAWES: Yeah, you always --

LAVERNE: So, I'm not sure --

MR. DAWES: Yeah, you're always the one that (inaudible). You're apparently the only one that confirms orders from all these telemarketers for Lifewatch USA. They gave a fake company name yet again, too, by the way, which is another violation of the law. You guys are breaking six different laws --

LAVERNE: Mr. Dawes?

MR. DAWES: -- every time you call me, and you've called me hundreds of times and --

LAVERNE: Okay, Mr. Dawes --

MR. DAWES: -- you keep trying to get

(inaudible).

LAVERNE: -- can you hold on for one second, please?

MR. DAWES: Yeah.

LAVERNE: I'm going to have you talk to --

MR. DAWES: (Inaudible).

LAVERNE: I'm going to have you hold on for a minute. Hold --

MR. DAWES: Yeah.

LAVERNE: Hold on for one second.

MR. DAWES: Let me speak to the owner of the company this time.

(On hold.)

MALE RECORDING: -- referrals, the more you save. A customer service specialist will assist you shortly. After they've helped you, why not refer some special people that you'd like to see protected and start saving with free monitoring.

(On hold.)

MALE RECORDING: More and more people are changing their phone service to take advantage of lower rates and today's technology, like voiceover Internet protocol. Doing so may require the rewiring of your alarm so that it works with your new phone service. Please let us know if you plan to change or have already

changed your phone service and please be sure to test your alarm once a new phone service is installed to ensure you're connected to your central monitoring station. A customer service specialist will be happy to assist you. Thank you for making your home a safe home.

(On hold.)

MALE RECORDING: Did you know a property crime occurs in the U.S. every 3.1 seconds? A burglary every 14.7 seconds? A fire every 60 seconds? Our security systems help ensure rapid response times to your home emergencies. So, you've made a good decision in making your home a safe home, and thank you for the trust you've placed in us.

(On hold.)

MALE RECORDING: Now, safely store the key to your home with an all-metal, all-weather key safe from Safe Home Security. Ideal for friends, neighbors and the kids, key safes make authorized access to your home easy and convenient. Your key safe combination can even be confidentially stored at your central station so that emergency responders gain fast, easy access to your home. Safe Homes key safes install easily and you'll love their slim, low-profile design --

MR. DAWES: I'm going to hang up. (Inaudible).

MALE RECORDING: -- not to mention the price,

just $29.95, shipping's included.

(The call was concluded.)

(The recording was concluded.)

CERTIFICATION OF TYPIST

MATTER NUMBER: [redacted]

CASE TITLE: LIFEWATCH, INC.

TAPING DATE: FEBRUARY 13, 2015

TRANSCRIPTION DATE: APRIL 21, 2015

REVISION DATE: MAY 7, 2015

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

DATED: MAY 7, 2015

Elizabeth M. Farrell

ELIZABETH M. FARRELL

CERTIFICATION OF PROOFREADER

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

Sara J. Vance

SARA J. VANCE

Attachment FF

ORIGINAL

OFFICIAL TRANSCRIPT PROCEEDING

FEDERAL TRADE COMMISSION

MATTER NO. [redacted]

TITLE LIFEWATCH, INC.

DATE RECORDED: FEBRUARY 28, 2015
TRANSCRIBED: APRIL 21, 2015
REVISED: MAY 7, 2015

PAGES 1 THROUGH 22

TELEPHONE CONVERSATION BETWEEN TODD, CRYSTAL AND ROBERT WILLIAMS
!!!BOGUS ORDER (8437109764) 10~51~10 -2-28-2015

FEDERAL TRADE COMMISSION

I N D E X

RECORDING:	PAGE:
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FEDERAL TRADE COMMISSION

In the Matter of:	)	
Lifewatch, Inc.	)	Matter No. [redacted]
	)	
----------	)	
		February 28, 2015

The following transcript was produced from a digital recording provided to For The Record, Inc. on April 17, 2015.

P R O C E E D I N G S

- - - - -

TELEPHONE CONVERSATION WITH TODD AND CRYSTAL

MR. WILLIAMS: Hello.

MALE RECORDING: Hello, seniors. Due to new health care regulations, you are now eligible to receive a personal medical alert system at no cost to you. Since you've already been referred to by a friend or family member, we have a system waiting to be shipped out to you. Press one now to receive your personal medical alert system. And --

MR. WILLIAMS: Come on.

(On hold. Music playing.)

MALE RECORDING: Your call is very important to us. Please stay on the line and you'll be transferred to the next available agent.

(On hold. Music playing.)

TODD: Good morning, this is Todd. My agent number is 7009. Who do I have the pleasure of speaking to today?

MR. WILLIAMS: Hello, yes, this is Robert Williams.

TODD: Hey, Mr. Williams, good morning to you, sir. And if we get disconnected, is this the best number to reach you back on?

MR. WILLIAMS: Yes, mm-hmm.

TODD: Good, sir. Now, for responding today to our endless medical alert system, you've been selected to receive a medical alert system --

MR. WILLIAMS: Mm-hmm.

TODD: -- at no cost. Now, that has a value over $400. Now, you're probably familiar with the medical alert system as seen on the TV commercials.

MR. WILLIAMS: Is this the one where --

TODD: The (inaudible).

MR. WILLIAMS: -- the lady says, I've fallen and I can't get up, that commercial?

TODD: Now, it's the same system as seen on television, sir, and it works very simple. If you have a medical emergency, a fire --

MR. WILLIAMS: Uh-huh.

TODD: -- a burglary or even something as serious as a fall that you have difficulty getting up from --

MR. WILLIAMS: Uh-huh.

TODD: -- you would simply push the button on the lightweight waterproof necklace or bracelet and speak hands-free from anywhere in your home to a live --

MR. WILLIAMS: Okay, so, it's not --

TODD: -- certified emergen --

MR. WILLIAMS: It's not just --

TODD: Excuse me?

MR. WILLIAMS: It's not just medical; it's --

TODD: What?

MR. WILLIAMS: -- if you have a break-in and stuff, too.

TODD: Yeah, absolutely, sir.

MR. WILLIAMS: Okay.

TODD: Okay?

MR. WILLIAMS: Okay, I got that.

TODD: Yes, sir. Yeah, absolutely, sir. Now, your alert button will work from anywhere in the home and it would even work outside of your home. It has a 1500-foot range --

MR. WILLIAMS: Uh-huh.

TODD: -- which is over a quarter of a mile.

MR. WILLIAMS: Yeah.

TODD: Now, this device will give you the peace of mind that you need, allow you to feel safe and make sure that you never feel alone in the case of an emergency. Now, sir, it could really help you in a time of need and it can even be lifesaving. Our device is trusted by thousands of hospitals and more than 65,000 health care professionals. Our device has been helping save the lives of Americans for over 35 years, sir. All

right?

Now, your free medical alert system is going to include a medical alert base station with a loudspeaker and a very sensitive microphone, a waterproof wrist or necklace button, free shipping and free activation. Also included is an away-from-home protection card that gives emergency, personal 24-hour, 7-day-a-week access to your important medical information, and last but not least, as an added incentive, sir, for you to give our system a use today, we are going to ship you out a $50 gift card. Now, you can use this gift card at over 50,000 restaurants nationwide. All right?

Now, the system is at no cost for the use of the equipment and the shipping is also free. Now, normally all of this would cost over $400. But, today, you pay absolutely nothing for the use of the system. Now, the only thing that you would be responsible for is the emergency medical monitoring --

MR. WILLIAMS: Okay.

TODD: -- of just $34.95 every month, sir, and you would pay today. Now, there are absolutely no contracts. You can cancel the system at any time with no cancellation fees. Now, sir, everything else is going to be completely free for you today, all right, sir?

MR. WILLIAMS: Okay. Does that cost --

TODD: All right.

MR. WILLIAMS: -- ever go up?

TODD: Huh?

MR. WILLIAMS: Does that monthly fee ever go up?

TODD: No, absolutely not, sir.

MR. WILLIAMS: Okay.

TODD: We would not do that to you, sir. All right? Now, what address would you like us to ship your emergency medical alert system to?

MR. WILLIAMS: How about [redacted].

TODD: [redacted]?

MR. WILLIAMS: Well, [redacted].

TODD: Oh, two -- okay. And that [redacted] or [redacted], sir?

MR. WILLIAMS: That's [redacted].

TODD: Huh?

MR. WILLIAMS: That's [redacted].

TODD: Oh, [redacted], got you, sir. And is that a home or an apartment, sir?

MR. WILLIAMS: Yeah, that's a home.

TODD: All right, great, sir. Now, what city and state do you reside in?

MR. WILLIAMS: That's in Memphis, Tennessee.

TODD: All right, good stuff, sir. Memphis.

MR. WILLIAMS: Mm-hmm.

TODD: Tennessee, all right. And the zip code, sir?

MR. WILLIAMS: [redacted].

TODD: [redacted]. Now, let me ask you a question, sir. Is this a landline, a home phone or a cellular phone that I'm speaking to you on?

MR. WILLIAMS: Oh, it's a cell phone.

TODD: A landline?

MR. WILLIAMS: No, a cell --

TODD: A cell phone. Do you own a landline? Do you own a landline phone, sir?

MR. WILLIAMS: No, but I --

TODD: You do?

MR. WILLIAMS: -- I'm thinking of getting it back. I had one, but I --

TODD: Okay, now, listen, because you don't own a -- yeah, because you don't own a landline, which our standard device runs off of --

MR. WILLIAMS: Mm-hmm.

TODD: -- what I'm going to do is upgrade you to our GPS, if you will, of our devices. Now, this GPS, this will protect you anywhere in the United States of America, as well as Canada, sir.

MR. WILLIAMS: Okay.

TODD: It has -- yeah, it's waterproof. You can wear that in the shower. That's where most of the serious falls are.

MR. WILLIAMS: Yeah, I'm --

TODD: And like I said, if you --

MR. WILLIAMS: So, I wouldn't need a landline for it?

TODD: No, absolutely not. It will -- it will run off of -- it runs off batteries, so you -- a full life battery operated, it will be up to a week's life.

MR. WILLIAMS: Okay.

TODD: Okay? Now -- yes, now for the GPS, what would you prefer, the necklace or bracelet, sir?

MR. WILLIAMS: Necklace would probably be a lot better.

TODD: Yes, it would, sir. And like I said, that is waterproof and you -- anywhere in the United States of America, you will be covered by this device, sir.

MR. WILLIAMS: Okay.

TODD: All right? Good stuff, sir. And, sir, let me get your first and last name so I can put it in my system.

MR. WILLIAMS: My name, Robert Williams.

TODD: Oh, Robert, that's right. I apologize.

You did tell me that. I didn't write it down. I didn't put it in my computer. Now, do you go by a middle name or initial, Mr. Williams?

MR. WILLIAMS: No, I'm -- middle initial though is (inaudible) it's H.

TODD: Okay, that's no problem. All right.

MR. WILLIAMS: It's not (inaudible).

TODD: Now, Mr. Williams, we want to do something very special for you on your birthday. What's your birthday day and year -- month, day and year?

MR. WILLIAMS: [redacted].

TODD: [redacted]? And the year?

MR. WILLIAMS: [redacted].

TODD: [redacted]?

MR. WILLIAMS: Mm-hmm.

TODD: Gotcha, sir, I heard you, Mr. Williams. I definitely appreciate you, sir. Now, Mr. Williams, for the monitoring of the GPS other -- now, like I said, that would be an additional $5 because you're getting the GPS monitoring. So, that would bring the grand total to $39.95. Now, you can secure that payment on a Visa, a Mastercard, American Express or Discover. How would you like to secure that payment on today, Mr. Williams?

MR. WILLIAMS: Well, I got a Visa debit card. Is that okay?

TODD: All right, oh -- yes, sir, absolutely. Now, all the numbers on that card from left to right, Mr. Williams.

MR. WILLIAMS: Okay, let me see. Let me get that right quick. It's -- let's see -- XXXX.

TODD: All right, next four.

MR. WILLIAMS: XXXX.

TODD: XXXX. Next four, sir.

MR. WILLIAMS: XXXX.

TODD: XXXX, okay. And the last four, sir?

MR. WILLIAMS: XXXX.

TODD: Gotcha, sir. And can I please have the expiration date on that card, sir?

MR. WILLIAMS: The -- August of 2017.

TODD: All right, 2017, gotcha, sir. Let me just put this in my computer. So, that's 8/17, correct?

MR. WILLIAMS: Right.

TODD: All right, good stuff, Mr. Williams.

MR. WILLIAMS: Can you guys wait until --

TODD: Now, Mr. Williams, this is just a reminder, sir.

MR. WILLIAMS: Can you guys wait until -- until Monday to do the --

TODD: Yeah, yeah, absolutely. Yeah, yeah, yeah. I'll put that in my system right now, Mr.

Williams.

MR. WILLIAMS: Okay.

TODD: What's Monday? What's that date? What's Monday's date?

MR. WILLIAMS: Let's see. That would be --

TODD: Oh, it would be the 2nd.

MR. WILLIAMS: The 2nd, right.

TODD: The 1st or the 2nd?

MR. WILLIAMS: The 2nd.

TODD: The 2nd, okay. We'll do it to the 2nd, gotcha, sir. Now, Mr. Williams, this is just a reminder. On March 2nd, the $39.95 will be drafted.

MR. WILLIAMS: Mm-hmm.

TODD: And that will be every month as long as you decide to keep the system, which you can cancel at any time. There's no contract, there's no cancellation fees, okay, sir?

MR. WILLIAMS: Okay.

TODD: Now, your system is going to be shipped to [redacted], Memphis, Tennessee, [redacted]. It will get to you in seven to ten business days. Now, like I said, Mr. Williams, you have the GPS, so all you would have to do is charge that battery and a full charge would be up to a week's life, sir. Okay, sir?

MR. WILLIAMS: Okay.

TODD: Now -- now, my name is Todd, Mr. Williams, and I am the agent submitting your request. So, if you have any -- if you have any questions, sir, don't hesitate to ask. Otherwise, I'm going to transfer you now to our verification department.

MR. WILLIAMS: Okay.

TODD: They're going to give you a customer service -- they're going to give you our customer service number and an order number so you could track your device. Now, Mr. Williams, let me just ask you, let me have you verify your cellular phone number so I make sure I have it correct in my computer, sir?

MR. WILLIAMS: All right, it's (901) [redacted].

TODD: Okay. You said -- the area code one more time?

MR. WILLIAMS: 901.

TODD: 901.

MR. WILLIAMS: [redacted] --

TODD: [redacted]?

MR. WILLIAMS: Right. [redacted].

TODD: [redacted]?

MR. WILLIAMS: Right.

TODD: That's your cell -- that's your cell phone, right, that I'm speaking to you on?

MR. WILLIAMS: Right.

TODD: All right, yeah, all right, good stuff. Okay, now, sir, like I said, I definitely want to appreciate you. Trust in Endless Medical Alert, and I hope you enjoy the safe feeling of having this GPS alert system. Now, sir, don't hang up, make sure you stay on the line until you speak with our folks over at the verification department. Now, it may take a moment to connect, so just please be very patient with us, sir. We definitely appreciate you again and just hold the line. Make sure you keep your Visa card handy. Thanks, again, sir.

MR. WILLIAMS: Okay.

TODD: God bless you and --

MR. WILLIAMS: Okay, thanks.

(On hold.)

CRYSTAL: Good morning or good afternoon, rather. My name is Crystal and I'm with Endless Med Alert verification department. This call is being recorded for quality assurance purposes. Today's date is February 28th of 2015. And just to verify, who am I speaking with?

MR. WILLIAMS: My name's Robert Williams.

CRYSTAL: Okay, Mr. Williams, if you could give me one moment, I'm going to go ahead and pull up your order.

MR. WILLIAMS: Okay.

(Brief pause.)

CRYSTAL: Okay. And you said the best telephone number for you is area code -- one moment -- it's moving kind of slow -- (901) --

MR. WILLIAMS: Right.

CRYSTAL: -- [redacted] --

MR. WILLIAMS: Right.

CRYSTAL: -- [redacted].

MR. WILLIAMS: Right.

CRYSTAL: Is this your home telephone number or your cell phone number?

MR. WILLIAMS: It's my cell phone and my home number. It's the only number I got.

CRYSTAL: Okay. And this other number, sir, (662)[redacted]

MR. WILLIAMS: What? What number is that?

CRYSTAL: I'm sorry, sir, I was looking at the wrong telephone number. I do apologize.

MR. WILLIAMS: Okay.

CRYSTAL: Okay. And, sir --

MR. WILLIAMS: Yes.

CRYSTAL: -- we have your address as [redacted] [redacted] --

MR. WILLIAMS: Right, [redacted].

CRYSTAL: -- [redacted].

MR. WILLIAMS: No, [redacted] is the [redacted]. That's [redacted].

CRYSTAL: Okay.

MR. WILLIAMS: [redacted].

CRYSTAL: Okay, [redacted].

MR. WILLIAMS: Most people just call it [redacted], you know, but technically it's [redacted].

CRYSTAL: And this is coming out of Memphis, Tennessee, sir?

MR. WILLIAMS: Right, mm-hmm.

CRYSTAL: And the zip is [redacted]?

MR. WILLIAMS: Right.

CRYSTAL: Okay. And if you would, go ahead and grab the same Visa card that you provided to my representative.

MR. WILLIAMS: Mm-hmm.

CRYSTAL: I'm going to go ahead and verify it.

MR. WILLIAMS: Okay, I got it right here.

CRYSTAL: I'm sorry?

MR. WILLIAMS: I've got it right here.

CRYSTAL: Okay, sir, you said that card number was XXXX --

MR. WILLIAMS: Mm-hmm.

CRYSTAL: -- XXXX --

MR. WILLIAMS: Right.

CRYSTAL: -- XXXX --

MR. WILLIAMS: Right.

CRYSTAL: One moment. XXXX.

MR. WILLIAMS: That's correct.

CRYSTAL: Expiration August of 2017.

MR. WILLIAMS: That's right.

CRYSTAL: Okay, sir, if you would, flip that card over, what is that three-digit PIN located on the back of the card?

MR. WILLIAMS: [redacted].

CRYSTAL: Okay. And how is your name as it is printed on the card?

MR. WILLIAMS: It's just Robert Williams.

CRYSTAL: It's just Robert Williams?

MR. WILLIAMS: Yeah, it doesn't have a middle name or initial or anything on it.

CRYSTAL: The billing address is the same?

MR. WILLIAMS: Yes, ma'am.

CRYSTAL: Okay. One moment.

MR. WILLIAMS: Okay.

(Brief pause.)

CRYSTAL: Okay. And I see that you did sign up to receive our GPS unit for $39.95 a month.

MR. WILLIAMS: Yes.

CRYSTAL: Okay. You're also going to be receiving a $50 restaurant gift card, along with our well care prescription discount card.

MR. WILLIAMS: Right, that's what they told me.

CRYSTAL: Okay. And you said that you wanted the necklace.

MR. WILLIAMS: Right.

CRYSTAL: Okay. And you're want it to postdate this payment until March 2nd?

MR. WILLIAMS: Right, if you can wait until Monday, that would -- that would be good. I want to make sure there's enough money in there when you run it through.

CRYSTAL: Okay. And if you would, for the record, verify your date of birth?

MR. WILLIAMS: [redacted] -- excuse me, [redacted].

CRYSTAL: Okay. And if you would, go ahead and grab a pen and a piece of paper. I'm going to be providing you with our customer service number and, shortly thereafter, you will receive your order number.

MR. WILLIAMS: Okay. (Inaudible) there. Okay.

CRYSTAL: Okay.

MR. WILLIAMS: Go ahead.

CRYSTAL: It's 1-800 --

MR. WILLIAMS: Okay.

CRYSTAL: -- 716 --

MR. WILLIAMS: 716.

CRYSTAL: Yes, sir.

MR. WILLIAMS: Okay.

CRYSTAL: 1433.

MR. WILLIAMS: 1433, okay.

CRYSTAL: I want you to repeat that number back to me, sir.

MR. WILLIAMS: 1-800-716-1433.

CRYSTAL: That is correct, sir. Now, one moment. In about ten seconds, I'll have your ID number for you.

MR. WILLIAMS: Okay.

CRYSTAL: The ID number is 658 --

MR. WILLIAMS: 658.

CRYSTAL: -- 435 --

MR. WILLIAMS: 435.

CRYSTAL: -- 547.

MR. WILLIAMS: 547, okay.

CRYSTAL: Okay. All together?

MR. WILLIAMS: What?

CRYSTAL: I said all together.

MR. WILLIAMS: Oh, 658436547?

CRYSTAL: No, it's 658435547.

MR. WILLIAMS: Oh, 658 --

CRYSTAL: The three middle, 435.

MR. WILLIAMS: 435, okay, I put a 6 there. 658435.

CRYSTAL: 547.

MR. WILLIAMS: 547, okay, all right. So, there's two fives in a row, 658435547.

CRYSTAL: That is correct, sir. And I want to thank you for your time, sir, and this completes our verification process. What's going to happen is someone will be giving you a call on Monday to process your payment and finalize your order, sir.

MR. WILLIAMS: Okay.

CRYSTAL: Okay. Thank you for your time and you have a great day.

MR. WILLIAMS: Okay, thanks.

CRYSTAL: Mm-hmm.

(The call was concluded.)

(The recording was concluded.)

CERTIFICATION OF TYPIST

MATTER NUMBER: [redacted]

CASE TITLE: LIFEWATCH, INC.

TAPING DATE: FEBRUARY 28, 2015

TRANSCRIPTION DATE: APRIL 21, 2015

REVISION DATE: MAY 7, 2015

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

DATED: MAY 7, 2015

Elizabeth M. Farrell

ELIZABETH M. FARRELL

CERTIFICATION OF PROOFREADER

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

Sara J. Vance

SARA J. VANCE

Attachment GG

ORIGINAL

OFFICIAL TRANSCRIPT PROCEEDING

FEDERAL TRADE COMMISSION

MATTER NO. [redacted]

TITLE LIFEWATCH, INC.

DATE RECORDED: SEPTEMBER 9, 2014
TRANSCRIBED: DECEMBER 22, 2014
REVISED: JANUARY 19, 2015

PAGES 1 THROUGH 14

TELEPHONE CONVERSATION WITH LILY AND DIANA MEY
9.9.14 AT 11.56 am FROM CID 307.316.7473 TO CID 304.[redacted]

FEDERAL TRADE COMMISSION

I N D E X

RECORDING:	PAGE:
With Lily	4
With Unidentified Female	9

FEDERAL TRADE COMMISSION

In the Matter of:)
Lifewatch, Inc.) Matter No. [redacted]
)
----------)

September 9, 2014

The following transcript was produced from a digital recording provided to For The Record, Inc. on December 11, 2014.

P R O C E E D I N G S

- - - - -

TELEPHONE CONVERSATION WITH LILY AND DIANA MEY

DIANA: Hello.

RECORDING: Every year, it is estimated that over 30 percent of the senior population accidentally falls. Many of these falls are serious and require medical attention. Now, a new program designed to help keep seniors safe and more protected is available for a short time. Don't become a helpless victim --

DIANA: Hello.

RECORDING: -- lying on the floor without options. You may qualify to receive a free medical emergency alert system. To find out if this program is available in your area, press one now. Press five to be removed. But to feel more protected --

(Number pressed.)

LILY: Good afternoon, this is Lily. My ID number is 15. How are you doing today?

DIANA: I'm -- I'm good.

LILY: That's good to know. Your number is 304-[redacted]. Your number was (inaudible) to receive a special offer and you did qualify for over $400 worth of equipment free. Would you be interested in a necklace or a bracelet?

DIANA: Bracelet.

LILY: Okay, great. It's lightweight, waterproof and adjustable, meaning you can take a nice, long, soothing bath or shower and it would still continue to work. Now, you're not on any contract. For any reason you feel it's not for you, that's fine. Simply call the 1-800 number that we're going to provide for you for your state with your registry, also with your order number and cancel. There's no extra deductibles, there's no hidden fees. I'm very straightforward and to the point, okay?

DIANA: Okay.

LILY: Now, we've been in business for (inaudible) over 35 years of keeping, okay, people safe and protected and saving money at the same time. You're not on a contract, so you don't have to keep it at all. If you don't like it for any reason, that's fine. You can simply call the 1-800 number and cancel. Now, the monitoring was $90 a month, but it's only $29.95.

DIANA: Okay.

LILY: Okay. Now, you said you wanted the bracelet?

DIANA: Yes.

LILY: Okay. Can you spell your first name for me, please?

DIANA: My first name is Diana, D-I-A-N-A.

LILY: Okay. Middle initial?

DIANA: L.

LILY: Last name?

DIANA: Mey, M-E-Y.

LILY: Okay. Your address?

DIANA: [redacted] Wheeling, West Virginia.

LILY: That's S -- [redacted]?

DIANA: [redacted].

LILY: Okay. You said California?

DIANA: No, Wheeling, West Virginia.

LILY: Okay. Can you spell Wheeling for me, please?

DIANA: It's W-H-E-E-L-I-N-G.

LILY: Okay. And you're in what city?

DIANA: Wheeling, West Virginia.

LILY: Okay. And the state?

DIANA: West Virginia.

LILY: West Virginia.

DIANA: Mm-hmm.

LILY: Okay. Now, the zip code?

DIANA: [redacted].

LILY: Okay. Now, do you go out to eat sometimes (inaudible) restaurants?

DIANA: Yeah.

LILY: Okay. I'm going to give you a $50 restaurants card. You can have a nice bite to eat at over 50,000 restaurants nationwide. It's going to be on us, not a charge to you at all. At any point in time, you know, you want to have a nice bite to eat, keep your money in your pocket and let it be on us. Each month you keep our service, I'll send you a brand new card so you can use it at over 50,000 restaurants nationwide, okay?

DIANA: Okay.

LILY: All right. Now, for the monitoring of your system, remember, if you were to pay the normal pricing for this, it would run you about 975 plus tax, but you're only paying $29.95 to monitor your equipment. That's basically connecting you to the live certified technician. God forbid if anything were to happen to you, we do need to make sure you're going to immediately get the assistance you need, whether it's notifying family, friends, 911 or your next door neighbor, okay?

DIANA: Okay.

LILY: All right. Now, for the monitoring, would you be using your debit, Visa, Mastercard, American Express or Discover card?

DIANA: I have a Mastercard.

LILY: Okay. Go ahead and get that -- go ahead

and get that and also get a pen and paper also, okay?

DIANA: Okay.

(Brief pause.)

DIANA: Okay, I've got it.

LILY: Okay. Now, what's the month and year your card expires?

DIANA: I'm sorry, I didn't understand what you said.

LILY: The month and year your card expires?

DIANA: November 2014.

LILY: Can you read the numbers across to me -- straight across? November, you said, 2014?

DIANA: Yes.

LILY: Okay. Can you give me the month number?

DIANA: The what?

LILY: The month numbers. You say two numbers slash '14.

DIANA: Eleven.

LILY: Okay. Now, there's 16 digits on the front of the card. Can you read them to me in groups of four, please?

DIANA: XXXX XXXX XXXX XXXX.

LILY: Okay. Now, please hold on. Let me make sure I put your information. The zip code is [redacted]?

DIANA: No, [redacted] -- no, [redacted].

LILY: Okay. And you're in Wheeling, W-H-E-E-L-I-N-G.

DIANA: Right.

LILY: Your address is [redacted]. Is that [redacted]?

DIANA: [redacted].

LILY: Okay. Is it a house or an apartment?

DIANA: House.

LILY: Okay. And you said you wanted the bracelet, am I correct?

DIANA: Yes.

LILY: Okay. It's light, waterproof and adjustable, meaning you can take a nice, long, soothing bath or shower and it would still continue to work, okay?

DIANA: Okay.

LILY: All right. Now, please hold. My verifier is going to get on the phone and make sure that all the information that I have is correct in my system, okay?

DIANA: Okay.

LILY: Okay, don't hang up.

DIANA: All right.

(On hold.)

UNIDENTIFIED FEMALE: Hello, Diana?

DIANA: Yes.

UNIDENTIFIED FEMALE: I'm just going to go over the order before I submit it to our verification department. I have your name is Diana L. Mey.

DIANA: Right.

UNIDENTIFIED FEMALE: And the address where we're shipping the product is [redacted], and that's Wheeling, West Virginia, [redacted].

DIANA: That's right.

UNIDENTIFIED FEMALE: Okay. And is this your land line phone number?

DIANA: No, it's a wireless.

UNIDENTIFIED FEMALE: It's a wireless, it's a cell phone?

DIANA: Yes.

UNIDENTIFIED FEMALE: Okay. Do you have a home phone because the system works off a home phone?

DIANA: It what?

UNIDENTIFIED FEMALE: The system works off a land line. Do you have a land line number?

DIANA: Yes.

UNIDENTIFIED FEMALE: Okay. What's your land line number?

DIANA: 304-[redacted] --

UNIDENTIFIED FEMALE: Mm-hmm.

DIANA: -- [redacted].

UNIDENTIFIED FEMALE: Okay. So, I'll have them call you on your cell if you'd like, but we do need the land line number for the system to work, okay?

DIANA: Okay. You can have them call me on my cell.

UNIDENTIFIED FEMALE: Would you like them to call you on your cell?

DIANA: Are they calling back now?

UNIDENTIFIED FEMALE: Yes. Let me just -- do you still have your Mastercard in front of you?

DIANA: Yes.

UNIDENTIFIED FEMALE: Okay. I have the card numbers as XXXX XXXX XXXX XXXX.

DIANA: Right.

UNIDENTIFIED FEMALE: That's correct. Okay, expiration 11/14?

DIANA: Yes.

UNIDENTIFIED FEMALE: Okay. You are getting the bracelet for $29.95 and you are aware that it's $29.95 monthly payment and we're charging your first payment for today for the $29.95. Are you aware of that, ma'am?

DIANA: What's the company again?

UNIDENTIFIED FEMALE: Senior Life Support.

DIANA: Senior -- okay.

UNIDENTIFIED FEMALE: Okay? So, I'm going to go ahead and submit it to our verification department. They're going to call you within 15 to 20 minutes, okay?

DIANA: Okay.

UNIDENTIFIED FEMALE: All right. I'll have them call your cell.

DIANA: What -- where will they be calling me from so I can make sure I get the call? What's the number?

UNIDENTIFIED FEMALE: It's going to be an 800 number. It's going to be an 800 number.

DIANA: Okay. You don't have the number it will be calling from then?

UNIDENTIFIED FEMALE: Yes.

DIANA: What -- what is it?

UNIDENTIFIED FEMALE: Okay. It's going to be about -- it's going to be -- no, I don't have it exactly, but it's going to be an 800 number and it's going to be in about 15 to 20 minutes.

DIANA: All right.

UNIDENTIFIED FEMALE: Okay?

DIANA: All right, bye.

UNIDENTIFIED FEMALE: I'll have them -- okay, thanks.

DIANA: Bye.

(The call was concluded.)

(The recording was concluded.)

CERTIFICATION OF TYPIST

MATTER NUMBER: [redacted]

CASE TITLE: LIFEWATCH, INC.

TAPING DATE: SEPTEMBER 9, 2014

TRANSCRIPTION DATE: DECEMBER 22, 2014

REVISION DATE: JANUARY 19, 2015

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

DATED: JANUARY 19, 2015

ELIZABETH M. FARRELL

CERTIFICATION OF PROOFREADER

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

SARA J. VANCE