

GearMax Female Locker Room Viral Video

By

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2008 Gearmax USA Limited

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INSIDE.LOCKER ROOM.SHOWERS

CAMERA FOLLOWS GIRLS AS THEY WALK FROM SHOWER DOWN HALL TO LOCKERS

Sue and Anne are walking from showers to row of lockers. Both have towels wrapped around their bodies and wet hair.

SUE

Great game today!

ANNE

Thanks! I didn't intend to beat you quite that badly.

(Smiles and winks)

Both stop in front of bench in front of lockers. Other people's gym bags are scattered on the bench. Floor is wet. Both open lockers and Sue removes a gym bag and sets it on bench, Anne removes a small duffel. She looks around and there is no place to set it down that is dry. She hangs it on locker door hook.

SUE

This place gets so crowded this time of day.

CAMERA ANGLE FROM BACK OF GIRLS (FACING AWAY FROM CAMERA), LOWER WASTE UP ONLY

Both girls remove towels, finish drying and begin to dress. Sue reaches into her gym bag and accidentally knocks it on the wet floor with contents spilling out.

SUE

(shocked and disgusted)

EEwwwwwwww. That really bites. I can't go right home and change yet! We were going out!

Anne grabs her duffel from the locker door by one handle and sets it on the bench. She starts grabbing handfuls of clothes from inside the duffel and sets them on the bench, finally finds a bra and starts to put it on. Sue is picking up the now wet clothes from the floor and looking for a place to put them on the bench, which is now full of clothes. She throws them into the locker and grabs her bra and puts it on. Both girls put on underwear (lower bodies are out of camera range).

CAMERA ANGLE FROM SIDE OF GIRLS, FACING ENTRANCE TO LOCKER ROOM.

(CONTINUED)

Brandy walks in towards girls in tennis outfit with a Gearmax bag slung over one shoulder. A tennis racquet is strapped into the side pocket of the Gearmax bag and visible to the camera.

BRANDY

Hey girl friends!!! Done already?

ANNE

Yep. Sue's buying the martinis if we can get these clothes looking respectable. They need more space in here.

Brandy walks to the locker next to the girls and opens the locker door. She sets the bag on the bench and puts her wrist strap and glove into the front wet pocket, then unzips the Gearmax bag and hangs it open on the top of the door.

CLOSE UP: UNZIPPING THE WET POCKET, PUTTING WRIST STRAP IN, RE ZIPPING.

Both girls look at the Gearmax pack, then to their spilled bags, then to each other.

SUE

That is really so cool. It unfolds into a locker!

BRANDY

These Gearmax bags are great. Outside I hang it on the fence. It holds everything I use and more, and the compartments keep everything sorted. I leave it hanging open like this in the closet at home. It stays aired out and there's no moldy smell like my old gym bag.

Brandy takes off her necklace and bracelet and puts them in the security pocket, then starts undressing and folding her clothes into the mesh compartments.

CLOSE UP: SHOWS SECURITY POCKET AND THEN CLOTHING GOING INTO COMPARTMENTS

CUTAWAY: CAMERA ANGLE FROM BACK OF GIRLS TOWARDS LOCKERS

ANNE

That even holds the racquet on the outside! Why do you have the can of tennis balls in that center compartment?

(CONTINUED)

BRANDY

Oh...that opens up from the outside to that compartment, so I can grab that without opening the back pack.

Brandy finishing undressing and wraps herself with a towel. She grabs the bag (still hanging open) and moves it from the locker door to the inside of the locker and hangs it inside on the clothes hook, shuts the door and walks towards the shower.

CUTAWAY: CAMERA FOLLOWS HER

Anne and Sue finish picking up their gear and stuffing it in their bags.

SUE

I've never heard of Gearmax. Where did she get that cool back pack?

ANNE

She said she couldn't find one locally so she checked with Gearmax online and there's a list of retail locations that ship them. I saw her wearing it last week, but I didn't know they were so different.

SUE

I gotta getta Gearmax.

ANNE

Me too.

CLOSE UP: ANNE AND SUE LOOK AT EACH OTHER WITH MISCHIEVOUS LOOK. FADE OUT.

CUT-IN: BRANDY RETURNING FROM SHOWERS

Brandy is walking back from showers with towel wrapped around her. She arrives at locker and opens the door. The Gearmax bag is gone. Instead Sue's Gym Bag is hanging from the back of the door by one strap with all Sue's clothing stuffed into it and hanging out.

CLOSE UP: BRANDY'S FACE STARING AT THE SWAPPED BAG

BRANDY

(Looking distraught)

Damn, now I gotta getta 'nutha Gearmax.

OUTSIDE. WALKING ACROSS PARKING LOT TO CAR. SUNNY

Anne and Sue are walking side by side. Sue is wearing the Gearmax pack (on both shoulders) with the Gearmax logo on the straps clearly visible. She opens the trunk to her car and unslings the Gearmax bag, grabs it by the handle and puts it in the trunk, and shuts the trunk. There is a "Gotta Getta Gearmax" sticker on the trunk.

CLOSE UP: GOTTA GETTA GEARMAX STICKER

CUTAWAY: CAR DRIVES AWAY.