

Phoenix. Tucson. United States.

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Retrieving Television + Radio News

Heart Attack Grill Television & Internet Monitoring Reports

Date Range: 2010/11/10 To 2010/11/21



1. NOV 20 2010 2:30PM CT

TRAVEL CHANNEL - 2:30PM
TRAVEL-CABLE NATIONAL

Nielsen Audience: 279,899

[**02:38:01 PM**] ALL CLEAN. NO, YOU AREN'T DREAMING. WELCOME TO THE **HEART ATTACK GRILL** IN CHANDLER, ARIZONA. THIS PLACE ROLLS IN AT NUMBER 27 'CAUSE IT'S ALL ABOUT INDULGING YOUR MOST DELICIOUS GUILTY PLEASURES. WORRIED ABOUT OVERDOING IT?

[**02:38:29 PM**] I WILL BE BACK. BEST DAMN BURGER I EVER ATE. NARRATOR: ALL THE CREATIONS AT THE **HEART ATTACK GRILL** AREN'T JUST MONSTROUS. THEY'RE MEGA TASTY, TOO FROM THE SINGLE BYPASS BURGER TO THE UNLIMITED FRIES. BUT THE BURGER THAT LANDED THEM ON OUR LIST?

[**02:39:19 PM**] TOGETHER: ANOTHER HAPPY PATIENT AT THE **HEART ATTACK GRILL**. NARRATOR: IN AT NUMBER 26, AN OMELETTE THAT'S DEFINITELY ALL IT'S CRACKED UP TO BE. BREAKFAST IS THE MOST IMPORTANT MEAL OF THE DAY, SO WHY TRUST IT TO A MEASLY SLICE OF TOAST?



2. NOV 20 2010 6:00PM CT

TRAVEL CHANNEL - 6:00PM
TRAVEL-CABLE NATIONAL

Nielsen Audience: 230,633

[**06:00:57 PM**] THIS MASSIVE PIZZA WON'T EVEN FIT IN YOUR HOUSE, LET ALONE YOUR STOMACH. AND IF ALL THAT FOOD DOESN'T MAKE YOU FAINT, THE WAITRESSES AT THIS PIG-OUT PALACE WILL. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: AMERICA IS ONE OF THE FATTEST COUNTRIES IN THE WORLD, AND IT'S NOT FROM EATING BROCCOLI. SO GO BIG GUT-BUSTING BIG OR GO HOME.



3. NOV 20 2010 6:30PM CT

TRAVEL CHANNEL - 6:30PM
TRAVEL-CABLE NATIONAL

Nielsen Audience: 228,877

[**06:53:49 PM**] IT'S GETTING BAD. I MAY NEED MOUTH-TO-MOUTH. NARRATOR: OUR NEXT STOP CHANDLER, ARIZONA'S **HEART ATTACK GRILL**, THE COUNTRY'S MOST PERILOUS PIG-OUT. MY HEART FEELS LIKE IT'S RACING. HEART ATTACK'S ON THE WAY. LIKE ITS NAME IMPLIES, THE **HEART ATTACK GRILL** IS THE HEIGHT OF UNHEALTHY HEDONISM. ITS MENU IS A KILLER CATALOG OF ONLY THE GREASIEST, FATTIEST FOODS. AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE.

[**06:54:24 PM**] AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE. CUSTOMERS ARE REFERRED TO AS PATIENTS, ORDERS ARE PRESCRIPTIONS, AND THE WAITRESSES ARE NURSES NAUGHTY NURSES. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: THESE SEXY MEDICS DIAGNOSE YOU BY TAKING YOUR TEMPERATURE AND THEN TREAT YOU. LET ME GO AHEAD AND CHECK YOUR VITAL SIGNS.

[**06:55:31 PM**] I HAD SPENT A LIFETIME PRESCRIBING DIETS TO PEOPLE, AND THERE'S NEVER BEEN A DIET THAT PEOPLE COULD STICK TO. AND I THOUGHT TO MYSELF, THERE NEEDS TO BE A BETTER WAY. NARRATOR: AND HE DECIDED THAT BETTER WAY IS THE **HEART ATTACK GRILL**. DR. JON IS SO SERIOUS ABOUT HIS CONCEPT, HE NAMED THE BURGERS AFTER OPEN-HEART SURGICAL PROCEDURES. AND WHY NOT?

[**06:56:05 PM**] NURSE GAIL, LET'S LARD UP THESE BUNS, OKAY? GO HEAVY ON THE LARD FOR THIS PROCEDURE. NEXT, IT'S THE 1-POUND **DOUBLE BYPASS BURGER**. IT'S ALL THEY SAY IT IS. HIGHLY RECOMMENDED.

[**06:56:19 PM**] NARRATOR: AND EVEN WORSE, THERE'S THE TRIPLE BYPASS BURGER. MAN OVERBOARD. AND FINALLY, A BURGER SO EXTREME, IT SHOULD BE CALLED THE EXECUTIONER BUT ISN'T THE **QUADRUPLE BYPASS BURGER**, A FULL 2 POUNDS OF GREASY GROUND BEEF, LARD-SOAKED AND COVERED WITH ALL THE FATTY FIXINGS. HEART BEATING HERE YOU GO. **QUADRUPLE BYPASS**.

[**06:57:12 PM**] UNTIL IT'S DONE, IT AIN'T DONE. APPLAUSE NARRATOR: AND IF YOU DO GET IT DONE, YOU'D BETTER BELIEVE THERE'S SOME EXTREME HEALTH BENEFITS. ANYBODY WHO FINISHES A TRIPLE OR A **QUADRUPLE BYPASS BURGER** IN OUR **HEART ATTACK GRILL** CLINIC GETS WHEELED OUT BY THEIR OWN PERSONAL NURSE. WOMAN: I WHEEL THEM OUT IN THE WHEELCHAIR ALL THE WAY FROM THEIR SEAT TO THEIR CAR. I HAVE TO MAKE SURE THAT THEY'RE WELL TAKEN CARE OF. ALL: ANOTHER HAPPY PATIENT AT THE **HEART ATTACK GRILL**. NARRATOR: HAPPY PATIENTS ARE WHAT THE **HEART ATTACK GRILL** IS ALL ABOUT. THIS IS A SHRINE TO JUNK FOOD, AND WE'RE NOT GONNA PULL ANY PUNCHES. WE'RE GONNA GIVE YOU WHAT YOU WANT.

[**06:58:08 PM**] WE HAVE A FRENCH FRY BAR. IT'S ALL-YOU-CAN-EAT, AND THEY'RE THE BEST FRIES IN THE WORLD. NARRATOR: EVERY WEEK, THE **HEART ATTACK GRILL** GOES THROUGH 350 POUNDS OF FRIES AND 450 POUNDS OF LARD. THAT'S ENOUGH LARD TO FILL A STANDARD-SIZE BATHTUB. ACTUALLY, I'M SORRY, MA'AM.

[**06:58:32 PM**] OKAY. YOU'LL NEED IT. LAUGHTER NARRATOR: AND IF YOU THINK THAT'S BAD, WE'VE ACTUALLY SAVED THE WORST FOR LAST, BECAUSE AT THE **HEART ATTACK GRILL**, IF YOU WEIGH MORE THAN 350 POUNDS, YOU EAT FREE EVERY DAY.

[**06:59:17 PM**] THE IMPORTANT THING TO REMEMBER IS THAT WE'RE HELPING, NOT HURTING. EVERYBODY LEAVES

CONFIDENTIAL

HAG-001867

HERE MAYBE WITH A LITTLE SORE TUMMY, BUT THEIR LUNGS ARE TIRED FROM LAUGHING. NARRATOR: LAUGHS SO TREAT EVERY MEAL LIKE IT'S YOUR LAST, 'CAUSE AT THE **HEART ATTACK GRILL**, IT REALLY COULD BE. DR. JON: THAT'S OUR PROMISE AT THE **HEART ATTACK GRILL**. TASTE WORTH DYING FOR. HEART MONITOR BEEPING, FLATLINING NARRATOR: FROM A KILLER MEAL THAT'LL GET YOUR PULSE RACING, TO A BEAST OF A BURGER BENDER, WAY TOO MUCH BEEF, FROM A 7-POUND BURRITO, TO SUPER-FAT SAMMIES, PLUS A MONSTER SUNDAE AND THE ULTIMATE IN DEEP-FRIED DINING, OH, MY GOD, IT'S SO GOOD, IN THE LAST HOUR, WE'VE SHOWN YOU THE MOST EXTREME PIG-OUTS FROM COAST TO COAST.

Report Generated: 2010/11/27 05:03:39.320 (CT)

Total Nielsen Audience: 739,409

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Heart Attack Grill Television & Internet Monitoring Reports

Date Range: 2010/11/07 To 2010/11/19



1. NOV 13 2010 10:00AM CT **Morning Programming** Nielsen Audience: 622,843
CNN-CABLE NATIONAL

[**10:13:02 AM**] DENVER, AUSTIN, BUT ALSO NASHVILLE. SAVANNAH, GEORGIA, MIAMI, SALT LAKE, HONOLULU ALSO IN THAT TOP TEN. IN AN ERA WHERE MANY RESTAURANT ARE OFFERING HEALTHIER FOOD OPTIONS A RESTAURANT PUSHING BACKER THE **HEART ATTACK GRILL**. AND ITS SLOGAN IS, QUOTE, TASTE WORTH DYING FOR. OFFERS FREE MEALS TO ANYONE WHO ALREADY WEIGHS MORE THAN 350 POUNDS AND THEY'RE SERIOUS ABOUT THAT.

[**10:13:30 AM**] TAKE IT FROM THE 570-POUND SPOKESMAN. OTHER DIETS DON'T DELIVER RESULTS. BUT I MADE INCREDIBLE PROGRESS ON THE **HEART ATTACK GRILL** DIET. A COUPLE MONTHS AGO, I WAS WEARING THESE. NO DANGEROUS YO-YO SYNDROME.

[**10:13:48 AM**] YOU SEE WHAT THEY'RE GETTING AT HERE, WHO KNOWS WHAT THEY'RE ACTUALLY SERVING THERE. A LOT OF DOCTORS DISAGREE WITH WHAT THEY'RE GOING AFTER HERE. BUT IF YOU ALSO LIKE AN AFTERDINNER SMOKE, THE **HEART ATTACK GRILL** SELLS COMPLETELY UNFILTERED CIGARETTES. WELL, AS THEY SAY YOU CAN'T SQUEEZE BLOOD FROM A TUR TURNIP. MIGHT BE EASIEST THAN GETTING A GUY TO GO TO THE DOCTOR SOMETIMES.



2. NOV 15 2010 9:00AM CT **You & Me This Morning** Nielsen Audience: 21,653
WCIU CHICAGO, IL

[**07:29:45 AM**] LET'S TAKE A LOOK OF THE FORECAST FOR 6 4D OUT WITH US ON THIS MONDAY MORNING, THE INSIDER IS NEXT. AND AT 8, A RESTAURANT WITH A NAME YOU WOULD NOT BELIEVE. MELISSA AND I TELL YOU ABOUT A **HEART ATTACK GRILL**. WE TELL YOU ABOUT THE NAME AND WHO GETS TO EAT THEIR FOR FREE. HAPPY MONDAY!



3. NOV 15 2010 9:00AM CT **You & Me This Morning** Nielsen Audience: 21,653
WCIU CHICAGO, IL

[**08:07:55 AM**] START SMALL MELISSA. THERE IS A RESTAURANT HERE I N TOWN, AND THIS IS IN ARIZONA. IT IS CALLED THE **HEART ATTACK GRILL**. A TASTE WORTH DYING FOR. THIS IS WRONG WITH THE CAPITAL AND FLASHING NEON WRONG. IT IS HOME OF THE BURGER CALLED THE **DOUBLE BYPASS BURGER**. AND THIS IS THE BE WORST PART, IF YOU WEIGH MORE THAN 3 IN. YOU GET TO EAT FREE.



4. NOV 16 2010 5:59PM CT **YouTube Spotlight: A Meal To Die For!**
EXAMINER.COM KANSAS CITY KANSAS CITY, MO

 **View** A Meal To Die For! CBS Bill Geist visits the **Heart Attack Grill** in Chandler, Arizona where the "doctor" owner of the grill) discusses the heart clogging meals at his restaurant. At the end, Bill is rolled out in a wheelchair. To view VIDEO, click on the video IMAGE on your left CRAVE MORE?



5. NOV 17 2010 9:00AM CT **TRAVEL CHANNEL - 9AM** Nielsen Audience: 125,655
TRAVEL-CABLE NATIONAL

[**09:00:57 AM**] THIS MASSIVE PIZZA WON'T EVEN FIT IN YOUR HOUSE, LET ALONE YOUR STOMACH. AND IF ALL THAT FOOD DOESN'T MAKE YOU FAINT, THE WAITRESSES AT THIS PIG-OUT PALACE WILL. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: AMERICA IS ONE OF THE FATTEST COUNTRIES IN THE WORLD, AND IT'S NOT FROM EATING BROCCOLI. SO GO BIG GUT-BUSTING BIG OR GO HOME.



6. NOV 17 2010 9:30AM CT **TRAVEL CHANNEL - 9:30AM** Nielsen Audience: 118,230
TRAVEL-CABLE NATIONAL

[**09:53:49 AM**] IT'S GETTING BAD. I MAY NEED MOUTH-TO-MOUTH. NARRATOR: OUR NEXT STOP CHANDLER, ARIZONA'S **HEART ATTACK GRILL**, THE COUNTRY'S MOST PERILOUS PIG-OUT. MY HEART FEELS LIKE IT'S RACING. HEART ATTACK'S ON THE WAY. LIKE ITS NAME IMPLIES, THE **HEART ATTACK GRILL** IS THE HEIGHT OF UNHEALTHY HEDONISM. ITS MENU IS A KILLER CATALOG OF ONLY THE GREASIEST, FATTIEST FOODS. AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE.

[**09:54:25 AM**] AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL

LIKE ONE. CUSTOMERS ARE REFERRED TO AS PATIENTS, ORDERS ARE PRESCRIPTIONS, AND THE WAITRESSES ARE NURSES NAUGHTY NURSES. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: THESE SEXY MEDICS DIAGNOSE YOU BY TAKING YOUR TEMPERATURE AND THEN TREAT YOU. LET ME GO AHEAD AND CHECK YOUR VITAL SIGNS.

[**09:55:32 AM**] I HAD SPENT A LIFETIME PRESCRIBING DIETS TO PEOPLE, AND THERE'S NEVER BEEN A DIET THAT PEOPLE COULD STICK TO. AND I THOUGHT TO MYSELF, THERE NEEDS TO BE A BETTER WAY. NARRATOR: AND HE DECIDED THAT BETTER WAY IS THE **HEART ATTACK GRILL**. DR. JON IS SO SERIOUS ABOUT HIS CONCEPT, HE NAMED THE BURGERS AFTER OPEN-HEART SURGICAL PROCEDURES. AND WHY NOT?

[**09:56:06 AM**] NURSE GAIL, LET'S LARD UP THESE BUNS, OKAY? GO HEAVY ON THE LARD FOR THIS PROCEDURE. NEXT, IT'S THE 1-POUND **DOUBLE BYPASS BURGER**. IT'S ALL THEY SAY IT IS. HIGHLY RECOMMENDED.

[**09:56:20 AM**] NARRATOR: AND EVEN WORSE, THERE'S THE TRIPLE BYPASS BURGER. MAN OVERBOARD. NARRATOR: AND FINALLY, A BURGER SO EXTREME, IT SHOULD BE CALLED THE EXECUTIONER BUT ISN'T THE **QUADRUPLE BYPASS BURGER**, A FULL 2 POUNDS OF GREASY GROUND BEEF, LARD-SOAKED AND COVERED WITH ALL THE FATTY FIXINGS. HEART BEATING HERE YOU GO. **QUADRUPLE BYPASS**.

[**09:57:13 AM**] UNTIL IT'S DONE, IT AIN'T DONE. APPLAUSE NARRATOR: AND IF YOU DO GET IT DONE, YOU'D BETTER BELIEVE THERE'S SOME EXTREME HEALTH BENEFITS. ANYBODY WHO FINISHES A TRIPLE OR A **QUADRUPLE BYPASS BURGER** IN OUR **HEART ATTACK GRILL** CLINIC GETS WHEELED OUT BY THEIR OWN PERSONAL NURSE. WOMAN: I WHEEL THEM OUT IN THE WHEELCHAIR ALL THE WAY FROM THEIR SEAT TO THEIR CAR. I HAVE TO MAKE SURE THAT THEY'RE WELL TAKEN CARE OF. ALL: ANOTHER HAPPY PATIENT AT THE **HEART ATTACK GRILL**. NARRATOR: HAPPY PATIENTS ARE WHAT THE **HEART ATTACK GRILL** IS ALL ABOUT. THIS IS A SHRINE TO JUNK FOOD, AND WE'RE NOT GONNA PULL ANY PUNCHES. WE'RE GONNA GIVE YOU WHAT YOU WANT.


[**09:58:09 AM**] WE HAVE A FRENCH FRY BAR. IT'S ALL-YOU-CAN-EAT, AND THEY'RE THE BEST FRIES IN THE WORLD. NARRATOR: EVERY WEEK, THE **HEART ATTACK GRILL** GOES THROUGH 350 POUNDS OF FRIES AND 450 POUNDS OF LARD. THAT'S ENOUGH LARD TO FILL A STANDARD-SIZE BATHTUB. ACTUALLY, I'M SORRY, MA'AM.

[**09:58:33 AM**] OKAY. YOU'LL NEED IT. LAUGHTER NARRATOR: AND IF YOU THINK THAT'S BAD, WE'VE ACTUALLY SAVED THE WORST FOR LAST, BECAUSE AT THE **HEART ATTACK GRILL**, IF YOU WEIGH MORE THAN 350 POUNDS, YOU EAT FREE EVERY DAY.

[**09:59:18 AM**] THE IMPORTANT THING TO REMEMBER IS THAT WE'RE HELPING, NOT HURTING. EVERYBODY LEAVES HERE MAYBE WITH A LITTLE SORE TUMMY, BUT THEIR LUNGS ARE TIRED FROM LAUGHING. NARRATOR: LAUGHS SO TREAT EVERY MEAL LIKE IT'S YOUR LAST, 'CAUSE AT THE **HEART ATTACK GRILL**, IT REALLY COULD BE. DR. JON: THAT'S OUR PROMISE AT THE **HEART ATTACK GRILL**. TASTE WORTH DYING FOR. HEART MONITOR BEEPING, FLATLINING NARRATOR: FROM A KILLER MEAL THAT'LL GET YOUR PULSE RACING, TO A BEAST OF A BURGER BENDER, WAY TOO MUCH BEEF, FROM A 7-POUND BURRITO, TO SUPER-FAT SAMMIES, PLUS A MONSTER SUNDAE AND THE ULTIMATE IN DEEP-FRIED DINING, OH, MY GOD, IT'S SO GOOD, IN THE LAST HOUR, WE'VE SHOWN YOU THE MOST EXTREME PIG-OUTS FROM COAST TO COAST.




7. NOV 17 2010 12:47AM CT Obese man spokesman for Heart Attack Grill
ST. LOUIS GLOBE DEMOCRAT HOME ST. LOUIS, MO

 **View** Nov. 16 UPI) A 570-pound man said he was appointed spokesman for an Arizona restaurant, The **Heart Attack Grill**, whose motto is "a taste worth dying for." Blair River, 29, who is 6 feet, 8 inches tall, has been featured in online video advertisements for the restaurant in Chandler, for which he is paid \$100 per hour, ABC News reported Tuesday. Customers who weigh more than 350 pounds eat for free and the fries are deep-fried in lard at the **Heart Attack Grill**, ABC reported. The menu lists a "**quadruple bypass burger**" and "flatliner fries." "The fat content of the cream is so high that if we have a quarter percent more, it would churn to butter in the ice cream machine, Basso said of his "butterfat shake." Owner **Jon Basso**) was looking for people over 500 pounds to do a commercial. I said, 'Hey, I'll do it, said River. "We're in the front lines of the battle against anorexia, said Basso, 45, who's "normal weighted, ABC said.




8. NOV 17 2010 12:30PM CT Watercooler Stories
ST. LOUIS GLOBE DEMOCRAT HOME ST. LOUIS, MO

 **View** Nov. 17 UPI) A 570-pound man said he was appointed spokesman for an Arizona restaurant, The **Heart Attack Grill**, whose motto is "a taste worth dying for." Blair River, 29, who is 6 feet, 8 inches tall, has been featured in online video advertisements for the restaurant in Chandler, for which he is paid \$100 per hour, ABC News reported. Customers who weigh more than 350 pounds eat for free and the fries are deep-fried in lard at the **Heart Attack Grill**, ABC reported. The menu lists a "**quadruple bypass burger**" and "flatliner fries." "The fat content of the cream is so high that if we have a quarter percent more, it would churn to butter in the ice cream machine, Basso said of his "butterfat shake." Owner **Jon Basso**) was looking for people over 500 pounds to do a commercial. I said, 'Hey, I'll do it, said River. "We're in the front lines of the battle against anorexia, said Basso, 45, who's "normal weighted, ABC said.




9. NOV 18 2010 7:00AM AZ Competitive Eating: Zach Fowle's Adventures in Man vs. Food
CHOW BELLA PHOENIX, AZ

 **View** Prizes: \$50 and your picture on the "Wall of Wieners, plus you get the meal free. Where to go: 12020 S. Warner/Elliot Loop, 480-961-3647, hawgndawgexpress.com **Heart Attack Grill's Quadruple Bypass Burger** The challenge: A two-pound, 8,000-calorie cheeseburger. Prizes: One of Heart Attack's sexy nurses will roll you out to your car via wheelchair. The challenge: A three-pound, three-inch-thick steak that must be eaten in a single sitting.


10. NOV 18 2010 7:00AM AZ Competitive Eating: Zach Fowle's Adventures in Man vs. Food

**FEATHERED BASTARD PHOENIX, AZ**

 **View** Prizes: \$50 and your picture on the "Wall of Wieners, plus you get the meal free. Where to go: 12020 S. Warner/Elliot Loop, 480-961-3647, hawgndawgexpress.com **Heart Attack Grill's Quadruple Bypass Burger** The challenge: A two-pound, 8,000-calorie cheeseburger. Prizes: One of Heart Attack's sexy nurses will roll you out to your car via wheelchair. The challenge: A three-pound, three-inch-thick steak that must be eaten in a single sitting.




**11. NOV 18 2010 7:00AM AZ Competitive Eating: Zach Fowle's Adventures in Man vs. Food
UP ON THE SUN PHOENIX, AZ**

 **View** Prizes: \$50 and your picture on the "Wall of Wieners, plus you get the meal free. Where to go: 12020 S. Warner/Elliot Loop, 480-961-3647, hawgndawgexpress.com **Heart Attack Grill's Quadruple Bypass Burger** The challenge: A two-pound, 8,000-calorie cheeseburger. Prizes: One of Heart Attack's sexy nurses will roll you out to your car via wheelchair. The challenge: A three-pound, three-inch-thick steak that must be eaten in a single sitting.



**12. NOV 18 2010 7:00AM AZ Competitive Eating: Zach Fowle's Adventures in Man vs. Food
VALLEY FEVER PHOENIX, AZ**

 **View** Prizes: \$50 and your picture on the "Wall of Wieners, plus you get the meal free. Where to go: 12020 S. Warner/Elliot Loop, 480-961-3647, hawgndawgexpress.com **Heart Attack Grill's Quadruple Bypass Burger** The challenge: A two-pound, 8,000-calorie cheeseburger. Prizes: One of Heart Attack's sexy nurses will roll you out to your car via wheelchair. The challenge: A three-pound, three-inch-thick steak that must be eaten in a single sitting.



**13. NOV 19 2010 3:00PM CT TRAVEL CHANNEL - 3PM
TRAVEL-CABLE NATIONAL Nielsen Audience: 241,133**

[**03:00:56 PM**] THIS MASSIVE PIZZA WON'T EVEN FIT IN YOUR HOUSE, LET ALONE YOUR STOMACH. AND IF ALL THAT FOOD DOESN'T MAKE YOU FAINT, THE WAITRESSES AT THIS PIG-OUT PALACE WILL. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: AMERICA IS ONE OF THE FATTEST COUNTRIES IN THE WORLD, AND IT'S NOT FROM EATING BROCCOLI. SO GO BIG GUT-BUSTING BIG OR GO HOME.



**14. NOV 19 2010 3:30PM CT TRAVEL CHANNEL - 3:30PM
TRAVEL-CABLE NATIONAL Nielsen Audience: 267,782**

[**03:53:49 PM**] IT'S GETTING BAD. I MAY NEED MOUTH-TO-MOUTH. NARRATOR: OUR NEXT STOP CHANDLER, ARIZONA'S **HEART ATTACK GRILL**, THE COUNTRY'S MOST PERILOUS PIG-OUT. MY HEART FEELS LIKE IT'S RACING. HEART ATTACK'S ON THE WAY. LIKE ITS NAME IMPLIES, THE **HEART ATTACK GRILL** IS THE HEIGHT OF UNHEALTHY HEDONISM. ITS MENU IS A KILLER CATALOG OF ONLY THE GREASIEST, FATTIEST FOODS. AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE.

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Report Generated: 2010/11/20 05:03:45.570 (CT)

Total Nielsen Audience: 1,397,296

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Retrieving Television + Radio News

Heart Attack Grill Television & Internet Monitoring Reports

Date Range: 2010/11/04 To 2010/11/13



1. NOV 7 2010 6:00PM CT TRAVEL CHANNEL - 6:00PM
TRAVEL-CABLE NATIONAL

Nielsen Audience: 222,360

[06:00:55 PM**]** THIS MASSIVE PIZZA WON'T EVEN FIT IN YOUR HOUSE, LET ALONE YOUR STOMACH. AND IF ALL THAT FOOD DOESN'T MAKE YOU FAINT, THE WAITRESSES AT THIS PIG-OUT PALACE WILL. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: AMERICA IS ONE OF THE FATTEST COUNTRIES IN THE WORLD, AND IT'S NOT FROM EATING BROCCOLI. SO GO BIG GUT-BUSTING BIG OR GO HOME.



2. NOV 7 2010 6:30PM CT TRAVEL CHANNEL - 6:30PM
TRAVEL-CABLE NATIONAL

Nielsen Audience: 197,719

[06:53:49 PM**]** IT'S GETTING BAD. I MAY NEED MOUTH-TO-MOUTH. NARRATOR: OUR NEXT STOP CHANDLER, ARIZONA'S **HEART ATTACK GRILL**, THE COUNTRY'S MOST PERILOUS PIG-OUT. MY HEART FEELS LIKE IT'S RACING. HEART ATTACK'S ON THE WAY. LIKE ITS NAME IMPLIES, THE **HEART ATTACK GRILL** IS THE HEIGHT OF UNHEALTHY HEDONISM. ITS MENU IS A KILLER CATALOG OF ONLY THE GREASIEST, FATTIEST FOODS. AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE.

[06:54:24 PM**]** AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE. CUSTOMERS ARE REFERRED TO AS PATIENTS, ORDERS ARE PRESCRIPTIONS, AND THE WAITRESSES ARE NURSES NAUGHTY NURSES. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: THESE SEXY MEDICS DIAGNOSE YOU BY TAKING YOUR TEMPERATURE AND THEN TREAT YOU. LET ME GO AHEAD AND CHECK YOUR VITAL SIGNS.

[06:55:32 PM**]** I HAD SPENT A LIFETIME PRESCRIBING DIETS TO PEOPLE, AND THERE'S NEVER BEEN A DIET THAT PEOPLE COULD STICK TO. AND I THOUGHT TO MYSELF, THERE NEEDS TO BE A BETTER WAY. NARRATOR: AND HE DECIDED THAT BETTER WAY IS THE **HEART ATTACK GRILL**. DR. JON IS SO SERIOUS ABOUT HIS CONCEPT, HE NAMED THE BURGERS AFTER OPEN-HEART SURGICAL PROCEDURES. AND WHY NOT?

[06:56:05 PM**]** NURSE GAIL, LET'S LARD UP THESE BUNS, OKAY? GO HEAVY ON THE LARD FOR THIS PROCEDURE. NEXT, IT'S THE 1-POUND **DOUBLE BYPASS BURGER**. IT'S ALL THEY SAY IT IS. HIGHLY RECOMMENDED.

[06:56:20 PM**]** NARRATOR: AND EVEN WORSE, THERE'S THE TRIPLE BYPASS BURGER. MAN OVERBOARD. NARRATOR: AND FINALLY, A BURGER SO EXTREME, IT SHOULD BE CALLED THE EXECUTIONER BUT ISN'T THE **QUADRUPLE BYPASS BURGER**, A FULL 2 POUNDS OF GREASY GROUND BEEF, LARD-SOAKED AND COVERED WITH ALL THE FATTY FIXINGS. HEART BEATING HERE YOU GO. **QUADRUPLE BYPASS**.

[06:57:12 PM**]** UNTIL IT'S DONE, IT AIN'T DONE. APPLAUSE NARRATOR: AND IF YOU DO GET IT DONE, YOU'D BETTER BELIEVE THERE'S SOME EXTREME HEALTH BENEFITS. ANYBODY WHO FINISHES A TRIPLE OR A **QUADRUPLE BYPASS BURGER** IN OUR **HEART ATTACK GRILL** CLINIC GETS WHEELED OUT BY THEIR OWN PERSONAL NURSE. WOMAN: I WHEEL THEM OUT IN THE WHEELCHAIR ALL THE WAY FROM THEIR SEAT TO THEIR CAR. I HAVE TO MAKE SURE THAT THEY'RE WELL TAKEN CARE OF. ALL: ANOTHER HAPPY PATIENT AT THE **HEART ATTACK GRILL**. NARRATOR: HAPPY PATIENTS ARE WHAT THE **HEART ATTACK GRILL** IS ALL ABOUT. THIS IS A SHRINE TO JUNK FOOD, AND WE'RE NOT GONNA PULL ANY PUNCHES. WE'RE GONNA GIVE YOU WHAT YOU WANT.

[06:58:09 PM**]** WE HAVE A FRENCH FRY BAR. IT'S ALL-YOU-CAN-EAT, AND THEY'RE THE BEST FRIES IN THE WORLD. NARRATOR: EVERY WEEK, THE **HEART ATTACK GRILL** GOES THROUGH 350 POUNDS OF FRIES AND 450 POUNDS OF LARD. THAT'S ENOUGH LARD TO FILL A STANDARD-SIZE BATHTUB. ACTUALLY, I'M SORRY, MA'AM.

[06:58:33 PM**]** OKAY. YOU'LL NEED IT. LAUGHTER NARRATOR: AND IF YOU THINK THAT'S BAD, WE'VE ACTUALLY SAVED THE WORST FOR LAST, BECAUSE AT THE **HEART ATTACK GRILL**, IF YOU WEIGH MORE THAN 350 POUNDS, YOU EAT FREE EVERY DAY.

[06:59:17 PM**]** THE IMPORTANT THING TO REMEMBER IS THAT WE'RE HELPING, NOT HURTING. EVERYBODY LEAVES HERE MAYBE WITH A LITTLE SORE TUMMY, BUT THEIR LUNGS ARE TIRED FROM LAUGHING. NARRATOR: LAUGHS SO TREAT EVERY MEAL LIKE IT'S YOUR LAST, 'CAUSE AT THE **HEART ATTACK GRILL**, IT REALLY COULD BE. DR. JON: THAT'S OUR PROMISE AT THE **HEART ATTACK GRILL**. TASTE WORTH DYING FOR. HEART MONITOR BEEPING, FLATLINING NARRATOR: FROM A KILLER MEAL THAT'LL GET YOUR PULSE RACING, TO A BEAST OF A BURGER BENDER, WAY TOO MUCH BEEF, FROM A 7-POUND BURRITO, TO SUPER-FAT SAMMIES, PLUS A MONSTER SUNDAE AND THE ULTIMATE IN DEEP-FRIED DINING, OH, MY GOD, IT'S SO GOOD, IN THE LAST HOUR, WE'VE SHOWN YOU THE MOST EXTREME PIG-OUTS FROM COAST TO COAST.



3. NOV 8 2010 4:00PM CT Willis Report 4PM
FBN NATIONAL

Nielsen Audience: N/A

[04:50:30 PM**]** I'M ALL FOR IT ALL RIGHT. ALL IS WELL WITH HARLEY. MOVE ON TO AN ARIZONA RESTAURANT CALLED **HEART ATTACK GRILL**. WON'T CHARGE ANYONE OVER 350 POUNDS FOR THEIR FOOD AND THEY STAND BY THEIR

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HAG-001873

MESSAGE HIRING A 600 POUND MAN TO BE THE GRILL SPOKESPERSON. LARRY WHAT DO YOU THINK ABOUT THIS ONE?
 [**04:50:53 PM**] LISTEN, I LIVE HERE. I'M A GOOD CUSTOMER. THE **HEART ATTACK GRILL**. I LOVE THEIR BURGERS. I LOVE THEIR FRIES.



4. NOV 8 2010 11:00PM CT

Willis Report
 FBN NATIONAL

Nielsen Audience: N/A

[**11:50:30 PM**] I'M ALL FOR IT ALL RIGHT. ALL IS WELL WITH HARLEY. MOVE ON TO AN ARIZONA RESTAURANT CALLED **HEART ATTACK GRILL**. WON'T CHARGE ANYONE OVER 350 POUNDS FOR THEIR FOOD AND THEY STAND BY THEIR MESSAGE HIRING A 600 POUND MAN TO BE THE GRILL SPOKESPERSON. LARRY WHAT DO YOU THINK ABOUT THIS ONE?
 [**11:50:53 PM**] LISTEN, I LIVE HERE. I'M A GOOD CUSTOMER. THE **HEART ATTACK GRILL**. I LOVE THEIR BURGERS. I LOVE THEIR FRIES.



5. NOV 8 2010 5:00AM ET

First Forecast Mornings
 WWJ-CBS DETROIT, MI

Nielsen Audience: 8,310

[**05:36:05 AM**] STAFFORD'S STATUS NEXT WEEK IS UNCLEAR AND THE COACH WOULD ONLY SAY THE SHOULDER WAS "VERY SORE. THERE IS NO DEBATING, THE LIONS HAVE A \$72 MILLION INJURY MAGNET. FINALLY, HE WEIGHS IN AT 600 POUNDS AND IS A NEW SPOKESMAN FOR A RESTAURANT IN ARIZONA, PLAYER RIVER IS PROMOTING A **HEART ATTACK GRILL**, INVITING ANYONE OVER 350 POUNDS TO EAT FOR FREE, WITH IN DIET DRINKS AND HIGH CALORIE FOOD, AND THE RESTAURANT IS OWNED BY A FORMER NUTRITIONIST WOULD RAN A CHAIN OF WHEAT LOSS CENTERS IN OKLAHOMA. THOSE ARE THE HEADLINES AT 6:36. BY SCAR, YOU GO TO THE RESTAURANT THE WAITRESSES WEAR SWITCHY NURSE OUTFITS AND THE CUSTOMERS ARE CALLED "PARENTS, WITH HOSPITAL GOWNS OVER THEIR CLOTHES.



6. NOV 8 2010 5:00AM ET

First Forecast Mornings
 WWJ-CBS DETROIT, MI

Nielsen Audience: 8,310

[**06:35:44 AM**] THE COACH WOULD ONLY SAY THE SHOULDER WAS "VERY SORE, AND NOW THERE IS NO DEBATING THE LIONS HAVE A \$72 MILLION INJURY MAGNET. FINALLY, HE WEIGHS IN AT MORE THAN 600 POUNDS. AND IS A NEW SPOKESMAN FOR A RESTAURANT IN ARIZONA, A "**HEART ATTACK GRILL**, WITH NO DIET DRINKS AND HIGH CALORIE FOOD INCLUDING FRIES THAT ARE COOKED UP IN LARD. THE RESTAURANT IS OWNED BY A FORMER NUTRITIONIST WOULD RAN A CHAIN OF WEIGHT LOSS CENTERS IN OKLAHOMA. AND NOW 6:36 ON MONDAY, THE STORY IS MORE BIZARRE BECAUSE CUSTOMERS ARE CALLED "PATIENTS, AND THEY WEAR HOSPITAL GOWNS WHILE EATING AND THE WAITRESSES ARE BARELY CLOTHED NURSED OUTFITS.



7. NOV 8 2010 9:00PM AZ

FOX 10 News at Nine
 KSAZ-FOX PHOENIX, AZ

Nielsen Audience: 115,835

[**09:38:37 PM**] EXPERTS BELIEVE THAT HE REDUCED HIS CALORIES. JOHN: HE GOT UNDER 1,800 CALORIES A DAY AND IT WAS, PROBLEM SOLVED. KARI: WELL, THIS NEXT GUY, THIS IS A STORY ABOUT A PLACE CALLED THE **HEART ATTACK GRILL**. IT'S IN THE EAST VALLEY THAT DOESN'T HIDE THE FACT THAT THEIR FOOD IS FATTENING. JOHN: THEY'VE HIRED A SPOKES MODEL, THOUGH HE IS NOT YOUR TYPICAL MODEL.
 [**09:38:57 PM**] JOHN: THEY'VE HIRED A SPOKES MODEL, THOUGH HE IS NOT YOUR TYPICAL MODEL. HE IS WELL, LISTEN. INCREDIBLE PROGRESS ON THE **HEART ATTACK GRILL** DIET. A COUPLE MONTHS AGO, I WAS WEARING THESE. NO DANGEROUS YO-YO SYNDROME.
 [**09:39:15 PM**] HE'S 600 POUNDS. HE'S HOCKING BURGERS. DAN SPINDLE JOINS US LIVE IN CHANDLER AT THE **HEART ATTACK GRILL**. IF WE COULD HAVE GOTTEN HONESTY IN THE POLITICAL COMMERCIALS, HOW NICE WOULD THAT HAVE BEEN? REPORTER: IT'S HONESTY.
 [**09:40:02 PM**] 570 POUNDS IS WHAT THEY'RE SPOKESMAN WEIGHS. HERE'S WHAT JOHN BASSO, THE OWNER, AND THE SPOKESPERSON HAD TO SAY. THE **HEART ATTACK GRILL** HAS A GIMMICK AND THAT GIMMICK IS HONESTY. WE'RE LITERALLY THE ONLY RESTAURANT IN AMERICA THAT IS 100% HONEST. IT'S A BIG EVENT.
 [**09:42:23 PM**] HE IS MAKING \$100 AN HOUR MODELING. KARI: WHEN THEY THREW THE ALREADY IN WITH THE FRIES, THEY'RE NOT TRYING TO BE HEALTH-CONSCIOUS. REPORTER: BE READY TO PACK ON THE POUNDS IF YOU ARE GOING TO EAT AT THE **HEART ATTACK GRILL**. JOHN: EXACTLY, YOU KNOW THAT YOU WILL GET A BURGER. DO YOU WANT A LIST OF THE CALORIC INTAKE?



8. NOV 9 2010 11:00AM CT

CNN Newsroom
 CNN-CABLE NATIONAL

Nielsen Audience: 449,515

[**11:07:15 AM**] JUST BE SURE TO ORDER THE RANDOM MOMENT OF THE DAY. OTHER DIETS DON'T DELIVER RESULTS. BUT I'VE MADE INCREDIBLE PROGRESS ON THE **HEART ATTACK GRILL** DIET. A COUPLE MONTHS AGO, I WAS WEARING THESE. NO DANGEROUS YO-YO SYNDROME. I PERSONALLY GUARANTEE A STABLE UPWARD PROGRESSION OF BODY WEIGHT WHILE YOU'RE ENJOYING GREAT TASTING FOODS LIKE A **DOUBLE BYPASS BURGER** AND FLATLINER FRIES. YEAH, WE FIND THIS STUFF ALL OVER THE PLACE. A BUSINESSMAN TRADES HIS JENNY CRAIG FRANCHISES FOR THE **HEART ATTACK GRILL**. YEAH. CUSTOMERS ARE CALLED PATIENTS.
 [**11:07:51 AM**] WAITRESSES ARE NURSES. BOTTOM LINE, FAT BRINGS IN MORE DOUGH THAN SKINNY. THE **HEART ATTACK GRILL**, FOOD WORTH DYING FOR AND ANOTHER RANDOM MOMENT OF THE DAY. GOT A QUIZ FOR YOU. PRESIDENT OBAMA IS OFFICIALLY SHORTENING HIS VISIT TO INDONESIA BECAUSE OF THE MT. MERAPI VOLCANO THAT IS SPEWING ASH.



9. NOV 9 2010 5:30PM CT **Headline News**
HLN-CNN NATIONAL

Nielsen Audience: 170,929

[**05:55:09 PM**] AND WE THE CUSTOMERS OFTEN HAVE TO WAIT HOURS BECAUSE OF A MISTAKE THAT THE AIRLINES MAKE. WHY SHOULDN'T THEY WAIT FOR A BABY? NUMBER FOUR, A COMMERCIAL SHOWS A 570-POUND MAN INVITING ANYONE WEIGHING OVER 350 POUNDS TO EAT FOR FREE AT CHANDLER'S **HEART ATTACK GRILL**. THIS IS NOT FUNNY ANYMORE. WE'VE GOT AN OBESITY CRISIS IN THIS COUNTRY.



10. NOV 9 2010 4:30AM AZ **Arizona Morning**
KSAZ-FOX PHOENIX, AZ

Nielsen Audience: 7,181

[**04:30:53 AM**] A CAR ENDS UP CRASHING IN CHANDLER, WHY POLICE SAY THEY WERE TRYING TO PULL THE DRIVER OVER IN THE FIRST PLACE? MEDICAL MARIJUANA IS GETTING CLOSER TO BEING LEGALIZED IN THE STATE, HOW MANY VOTES NOW SEPERATE THE YES'S, FROM THE NO'S, A PREGNANT WOMAN, SHOT BY A MAN WHO BROKE INTO HER HOME, THIS MORNING, WHAT POLICE SAY THEY'VE LEARNED SINCE THEN, THERE'S A NEW MASCOT IN TOWN! THE NEW FACE OF THE "**HEART ATTACK GRILL**", TUESDAY, NOVEMBER 9TH, NEW THIS MORNING, POLICE GOT THE BREAK THEY NEEDED LAST NIGHT, IN THE CASE OF A STOLEN CAR, A WITNESS CALLS IN TO STAY THEY SPOTTED THE CAR, BUT WHAT HAPPENED NEXT HAD OFFICERS BUSY ALL NIGHT. ALEXIS VANCE IS LIVE IN THE NEWSROOM WITH MORE. POLICE SAY WHEN THEY TRIED TO PULL THE DRIVER OVER, HE HAD OTHER PLANS.

[**04:36:04 AM**] BUT NOW THAT NUMBER HAS DWINDLED TO 35-HUNDRED VOTES WITH STILL A HUNDRED THOUSAND EARLY AND PROVISIONAL BALLOTS LEFT TO BE COUNTED. IF IT PASSES IT WOULD ALLOW DOCTORS TO PRESCRIBE MARIJUANA TO PEOPLE DEALING WITH SOME SERIOUS ILLNESSES LIKE CANCER, AND AIDS. THE **HEART ATTACK GRILL** IN CHANDLER, HAS A NEW SPOKESPERSON! BLAIR RIVER, WEIGHS ALMOST 600 POUNDS, THE RESTAURANT HIRED HIM TO BE THEIR SPOKESPERSON! THEY SAY THEY KNOW THE FOOD ISN'T HEALTHY, BUT AT LEAST THEIR HONEST ABOUT IT, AND SAY IT'S YOUR RIGHT TO EAT WHAT YOU WANT, NOT THE GOVERNMENTS.



11. NOV 9 2010 5:00AM AZ **Arizona Morning**
KSAZ-FOX PHOENIX, AZ

Nielsen Audience: 26,166

[**05:29:32 AM**] POLICE TRY TO FOLLOW A SUSPECT THRU CHANDLER, AND IT DOESN'T STOP WHEN THEY CRASH THEIR CAR. WHERE IT CAME TO AN END INSTEAD? PLUS, YOU'RE GOING TO WANT TO MEET **HEART ATTACK GRILL'S**, NEWEST SPOKESPERSON! MICHAEL JACKSON'S KIDS, SPEAKING ABOUT THEIR FATHER FOR THE FIRST TIME, WHAT THEY HAD TO SAY ABOUT THEM WEARING DISGUISES, AND WHAT KIND OF FATHER HE WAS. NEW THIS MORNING, POLICE SPOT A CAR STOLEN LAST MONTH, AND TRY TO PULL THE DRIVER OVER, BUT THAT DRIVER DECIDES HE WASN'T GOING TO GET CAUGHT, AND TOOK OFF!

[**05:34:29 AM**] BUT NOW THAT NUMBER HAS DWINDLED TO 35-HUNDRED VOTES WITH STILL A HUNDRED THOUSAND EARLY E COUNTED. IF IT PASSES IT WOULD ALLOW DOCTORS TO PRESCRIBE MARIJUANA TO PEOPLE DEALING WITH SOME SERIOUS ILLNESSES LIKE CANCER, AND AIDS. THE **HEART ATTACK GRILL** IN CHANDLER, HAS A NEW SPOKESPERSON! BLAIR RIVER, WEIGHS ALMOST 600 POUNDS, THE RESTAURANT HIRED HIM TO BE THEIR SPOKESPERSON! THEY SAY THEY KNOW THE FOOD ISN'T HEALTHY, BUT AT LEAST THEY'RE HONEST ABOUT IT, AND SAY IT'S YOUR RIGHT TO EAT WHAT YOU WANT, NOT THE GOVERNMENTS.



12. NOV 9 2010 6:00PM ET **Channel 3 News at 6PM**
WKYC-NBC CLEVELAND-AKRON-CANTON, OH

Nielsen Audience: 71,249

[**06:16:20 PM**] THEY GAINED FAME FOR A BURGER THEY CALLED THE DOUBLE BYPASS. NOW AN BY THEIR OFFER FOR FREE FOOD. THE **HEART ATTACK GRILL** SAYS IF YOU WEIGH OVER 350-POUNDS THE MEAL IS ON IT'S ALL ABOUT THEIR NEW SLOGAN, IT'S A TASTE WORTH DYING FOR. BRITISH GOVERNMENT IS PAYING \$4 MILLION FOR LONDON SCHOLARS TO DESIGN APPST IF YOU MIGHT HAVE AN STD.



13. NOV 9 2010 11:00PM ET **Channel 3 News at 11PM**
WKYC-NBC CLEVELAND-AKRON-CANTON, OH

Nielsen Audience: 114,082

[**11:14:21 PM**] WELL THE HEALTH POLICE WILL LOVE LL"EVERYONE OVER 350 POUNDS EATS FOR FREE. "NOW, AN ARIZONA RESTAURANT IS TURNING HEADS WITH ITS CONTROVERSIAL MARKETING. TE GRILL INCLUDES THE **DOUBLE BYPASS BURGER** AND FLAT LINE FRIES. CUSTOMERS WEAR A HOSPITAL GOWN AND THEY ARE CIGATT WITH THEIR MEALS. THE GRILL SAYS IT'S PART OF THEIR SLOGAN, "A TASTE WORTH DYING FOR.



14. NOV 9 2010 5:30AM ET **Fox59 News at 5:30AM**
WXIN-FOX INDIANAPOLIS, IN

Nielsen Audience: 28,102

[**05:46:11 AM**] IF YOU'RE TIRED OF THE HEALTH FOOD CRAZE THEN THERE'S A NEW RESTAURANT IN ARIZONA THAT MAY BE JUST THE PLACE FOR YOU. OTHER DIETS DON'T DELIVER RESULTS. BUT I'VE MADE INCREDIBLE PROGRESS ON THE **HEART ATTACK GRILL** DIET. A COUPLE MONTHS AGO I WAS WEARING THESE. THE **HEART ATTACK GRILL** IN CHANDLER IS A MEDICALLY-THEMED RESTAURANT WITH A STAFF OF SEXY "NURSES" WHO SERVE SUCH ENTRIES AS THE **QUADRUPLE BYPASS BURGER**, FRENCH FRIES COOKED IN LARD, AND UNFILTERED CIGARETTES. THE OWNER IS A FORMER NUTRITIONIST WHO OWNED SEVEN JENNY CRAIG FRANCHISES. THEY ALSO HAVE A SCALE AT THE FRONT DOOR, IF YOU WEIGH MORE THAN 350 POUNDS YOU GET AN ALL YOU CAN EAT MEAL FOR FREE!



15. NOV 9 2010 9:00AM PT FOX 5 Morning News 9am
KSWB-FOX SAN DIEGO, CA

Nielsen Audience: 14,862

[**09:32:25 AM**] OTHER DIETS DON'T DELIVER RESULTS. BUT I'VE MADE INCREDIBLE PROGRESS ON THE **HEART ATTACK GRILL** DIET. A COUPLE MONTHS AGO, I WAS WEARING THESE. THAT'S NOT FUNNY. THE SO-CALLED **HEART ATTACK GRILL**, THE REAL NAME, NO STRANGER TO CONTROVERSY. IT ACTUALLY PRIDES ITSELF IN SERVING UNHEALTHY FOODS. BUT NOW THE PEOPLE BEHIND THE **QUADRUPLE BYPASS BURGER** AND THE SO-CALLED HARD FRIED CHIPS ARE TAKING THINGS FURTHERER AND JUST IN CASE THE FREE FOOD ISN'T ENOUGH, IN THE NEW COMMERCIAL THE OWNER SUGGESTS THE MEALS ARE BEST ENJOYED WITH A COLD BEER AND CIGARETTES. THAT'S A MESSED UP SENSE OF HUMOR. ALL RIGHT.



16. NOV 10 2010 5:00PM CT Evening News
WAND-NBC CHAMPAIGN-SPRINGFIELD-DECATUR, IL

Nielsen Audience: 23,243

[**04:36:17 PM**] PLUS, MEET A LOCAL MAN FIGHTING BACK AGAINST A DEBILITATING DISEASE, AND HOW A NEW HOBBY IS HELPING HIM COPE, NEXT. BUT BEFORE WE GO, WHILE SOME PLACES ARE BANNING TOYS IN HAPPY MEALS, ANOTHER IS OFFERING FREE MEALS TO ANYONE WEIGHING IN AT MORE THAN 350 POUNDS. THAT'S AT ARIZONA'S **"HEART ATTACK GRILL"**. AND CHECK OUT THIS BURGER, IT'S CALLED THE QUADRUPLE BYPASS. THE RESTAURANT BOASTS THAT IF YOU WEIGHT MORE THAN 350 POUNDS, YOU EAT FREE.



17. NOV 10 2010 9:00PM CT NEWSFOUR@NINE
KBTV-FOX BEAUMONT-PORT ARTHUR, TX

Nielsen Audience: 7,444

[**09:13:45 PM**] I LIKE IT. THE OWNER OF ONE BURGER JOINT CALLS IT THE MOST HONEST RESTAURANT IN AMERICA. MORE ON A PLACE CALLED **HEART ATTACK GRILL** AND IF IT'S LIVING UP TO IT'S NAMES. YOU'RE WATCHING FOX 4 NEWS. FIRST AT NINE.

[**09:17:24 PM**] PRESIDENT OBAMA WOULDN'T COMMENT EXTENSIVELY ON PROPOSALFROM HIS DEFICIT COMMISSION BECAUSE HE SAYS HE HASN'T SEEN A FINAL REPORT. THE COMMISSION'S BIPARTISAN LEADERS PROPOSED CURBS IN SOCIAL SECURITY BENEFITS, DEEP REDUCTIONS IN FEDERAL SPENDING AND HIGHER TAXES FOR MILLIONS OF AMERICANS. IN A TIME WHEN SO MANY RESTAURANTS ARE TALKING ABOUT LOW FAT OILS, OR WHOLE WHEAT BUNS, ONE VALLEY EATERY CELEBRATES ITS FATTY FOOD, IT'S CALLED THE **HEART ATTACK GRILL**, AND TONIGHT, IT HAS A NEW SPOKESPERSON. DAN SPINDLE EXPLAINS IN TONIGHT'S BUSINESS LINE. DON'T SAY THEY DIDN'T WARN YOU THE **HEART ATTACK GRILL** LIVES UP TO ITS NAME. BASSO SAYS: "I PREACH RECKLESS ABANDONED, MAYBE THAT'S NOT VERY RESPONSIBLE"JON BASSO CALLS HIS BURGER JOINT THE MOST HONEST RESTAURANT IN AMERICA. HE EVEN HIRED FIVE-HUNDRED AND SEVENTY POUND BLAIR RIVER AS THE OFFICIAL SPOKESPERSON AFTER ALL PATIENTS AFTER THREE HUNDRED AND FIFTY POUND EAT FREE.



18. NOV 11 2010 3:00AM CT World News Now
ABC NATIONAL

Nielsen Audience: 537,729

[**03:26:55 AM**] HOPEFULLY WE'LL SEE THE GRUDGE MATCH COME SUNDAY. H BROTHER IF THAT'S WHAT THE OTHER ONE LOOKOKLIKE. SO THERE IS THIS PLACE IN ARIZONA CALLED THE **HEART ATTACK GRILL**. AS IF THE NAME IS NOT BAD ENOUGH, THIS PLACE IS BASICALLY OFFERING FREE MEALS TO ANYONE WEIGHING MORE THAN 350 POUNDS. AMEN.

[**03:27:10 AM**] AMEN. YEAH. THEIR NICKNAME IS HOME OF THE **DOUBLE BYPASS BURGER**. THAT'S WHAT YOU'RE LOOKING AT. AND THEY'VE APPARENTLY ENLISTED PLUS-SIZE SPOKESMAN BLAIR RIVER.



19. NOV 11 2010 1:00PM CT MSNBC Live
MSNBC NATIONAL

Nielsen Audience: 205,626

[**01:21:50 PM**] RAHM EMANUEL'S RUN FOR MAYOR IS GETTING MESSY ON THE TOUGH STREETS OF CHICAGO. PLUS WHAT I LIKE BEST IS THE PERSON-TO-PERSON COUNSELING. THE **HEART ATTACK GRILL**. ON THE MENU, A **DOUBLE BYPASS BURGER**, THE FLAT LINER FRIES. WHAT DOES YOUR GUT TELL YOU ABOUT THIS? SCRAPING] HORNS HONKING] WITH DEPOSITS IN YOUR ENGINE, IT CAN FEEL LIKE SOMETHING'S HOLDING YOUR CAR BACK.



20. NOV 11 2010 1:30PM CT MSNBC Live
MSNBC NATIONAL

Nielsen Audience: 225,787

[**01:49:44 PM**] OTHER THAN KANYE WEST. COMING UP NEXT OTHER DIETS DON'T DELIVER RESULTS. BUT I'VE MADE INCREDIBLE PROGRESS ON THE **HEART ATTACK GRILL** DIET. AN ARIZONA RESTAURANT CALLED THE **HEART ATTACK GRILL**. THEY'RE OFFERING ANYONE OVER 350 POUNDS A FREE MEAL. IT IS TODAY'S GUT CHECK.

[**01:53:40 PM**] TODAY WE ARE TAKING THE PHRASE GUT CHECK LITERALLY. A RESTAURANT IN ARIZONA IS OFFERING FREE MEALS TO ANYONE WEIGHING MORE THAN 350 POUNDS. IF YOU'RE TIPPING THE SCALES AT NEARLY A QUARTER OF A TON, THEY WILL HELP YOU WITH A **DOUBLE BYPASS BURGER** OR FLAT LINE FRIES ON THE HOUSE FOR FREE. THEY HAVE A MEDICAL THEME WITH WAITRESSES DRESSED IN SKIMPY NURSE UNIFORMS. CUSTOMERS ARE CALLED PATIENTS AND WEAR HOSPITAL GOWNS OVER THEIR CLOSE.

[**01:54:12 PM**] BLAIR RIVER, THE NEARLY 600-POUND MAN YOU SEE HERE. HEE IS THE RESTAURANT'S SPOKESPERSON. OTHER DIETS DON'T BLIF R DELIVER RESULTS, BUT I'VE MADE INCREDIBLE PROGRESS ON THE **HEART ATTACK GRILL** PROGRESS. A COUPLE MONTHS AGO I WAS WEARING THESE. I PERSONALLY GUARANTEE A STABLE

CONFIDENTIAL

HAG-001876

UPWARD PROGRESSION OF BODY WHILE ENJOYING GREAT FOOD. SO BLAIR IS A REGULAR CUSTOMER AT THE **HEART ATTACK GRILL**, WHICH ACCORDING TO TWITTER FANS HAS BEEN FEATURED ON FOOD NETWORK AND OTHER PLACES. HE SAYS MODELING CONTRACTS ARE HARD TO COME BY IN THE ECONOMY AND IT'S HARD FOR HIM TO LOSE WEIGHT BECAUSE HE LOVES FOOD. BUT WITH NEARLY 30% OF OUR POPULATION OVERWEIGHT, SHOULD THEY ENCOURAGE OBESE PEOPLE TO GORGE ON FATTY FOODS, AND ARE THEY EXPLOITING THEIR MODEL THERE?



21. NOV 11 2010 8:00AM ET MORNING EDITION
NTLI NEW YORK, NY

Nielsen Audience: N/A

[**08:56:55 AM**] THE MAYOR JOKED THAT HE'S GLAD THE SIGN WAS PLACED THERE BECAUSE HE WAS "VERY THIRSTY. THERE'S A NEW RESTAURANT FOR BIG PEOPLE WITH BIG APPETITES. THIS IS THE WEBSITE FOR "THE **HEART ATTACK GRILL**" IN ARIZONA. THEY GIVE FREE "BYPASS BURGERS" TO DINERS WHO WEIGH OVER 350 POUNDS. THE TRIPLE BYPASS BURGER IS 3 BEEF PATTIES, CHEESE AND THE WORKS AND THEY COME WITH A SIDE OF **FLATLINE FRIES**. THE MEDICALLY THEMED RESTAURANT EVEN DRESSES THEIR WAITRESSES IN SKIMPY NURSES OUTFITS. THE RESTAURANTS SLOGAN: A TASTE WORTH DYING FOR.



22. NOV 11 2010 5:00AM ET Eyewitness News This Morning
WABC-ABC NEW YORK, NY

Nielsen Audience: 69,903

[**05:48:35 AM**] THE **HEART ATTACK GRILL** IN ARIZONA SERVES OVERWEIGHT CUSTOMERS FREE MEALS.



23. NOV 11 2010 5:30AM ET EYEWITNESS NEWS
WABC-ABC NEW YORK, NY

Nielsen Audience: 93,222

[**05:49:06 AM**] FOR EYEWITNESS NEWS, I'M JOE NOLAN. NEW THIS MORNING, A RESTAURANT THAT OFFERS FREE FOOD TO OVERWEIGHT CUSTOMERS. IF YOU WEIGH MORE THAN 350 POUNDS, YOUR MEAL IS FREE AT A PLACE CALLED THE **HEART ATTACK GRILL** IN ARIZONA. THE PLACE SERVES BURGERS RANGING FROM SINGLE BYPASS TO THE DRUDE DROP PL QUADRUPLE BYPASS. THE SLOGAN IS A TASTE WORTH DYING FOR.



24. NOV 11 2010 5:30AM ET EYEWITNESS NEWS MORNING
WABC-ABC NEW YORK, NY

Nielsen Audience: 93,222

[**05:48:49 AM**] NEW THIS MORNING, A RESTAURANT THAT OFFERS FREE FOOD TO OVERWEIGHT CUSTOMERS. IF YOU WEIGH MORE THAN 350 POUNDS, YOUR MEAL IS FREE AT A PLACE CALLED THE **HEART ATTACK GRILL** IN ARIZONA. THE PLACE SERVES BURGERS RANGING FROM SINGLE BYPASS TO THE DRUDE DROP PL QUADRUPLE BYPASS. THE SLOGAN IS A TASTE WORTH DYING FOR.



25. NOV 11 2010 6:00AM ET Eyewitness News This Morning
WABC-ABC NEW YORK, NY

Nielsen Audience: 153,684

[**06:48:20 AM**] THE **HEART ATTACK GRILL** IN ARIZONA SERVES OVERWEIGHT CUSTOMERS FREE MEALS.



26. NOV 11 2010 6:30AM ET EYEWITNESS NEWS
WABC-ABC NEW YORK, NY

Nielsen Audience: 210,904

[**06:49:10 AM**] NEW THIS MORNING, A RESTAURANT THAT OFFERS FREE FOOD TO OVERWEIGHT CUSTOMERS. IF YOU WEIGH MORE THAN 350 POUNDS, YOUR MEAL IS FREE. AT THE **HEART ATTACK GRILL** IN ARIZONA, THE PLACE SERVES BURGERS RANGING FROM THE SINGLE BYPASS TO THE QUADRUPLE BYPASS. SERVERS DRESS AS NURSE'S AT THE GRILL. THEIR SLOGAN, A TASTE WORTH DYING FOR.



27. NOV 11 2010 12:00PM ET EYEWITNESS NEWS AT NOON
WABC-ABC NEW YORK, NY

Nielsen Audience: 318,648

[**12:25:54 PM**] THANK YOU. A RESTAURANT THAT OFFERS FREE FOOD TO OVERWEIGHT CUSTOMERS. NOW, IF YOU WEIGH MORE THAN 350 POUNDS, YOUR MEAL IS FREE AT THE **HEART ATTACK GRILL** IN ARIZONA. THE PLACE SERVES BURGERS RANGING FROM THE SINGLE BYPASS TO THE GRAD RUPELE BYPASS. SERVERS DRESS AS NURSES.



28. NOV 11 2010 12:00PM ET EYEWITNESS NEWS
WABC-ABC NEW YORK, NY

Nielsen Audience: 318,648

[**12:26:49 PM**] THANK YOU. A RESTAURANT THAT OFFERS FREE FOOD TO OVERWEIGHT CUSTOMERS. NOW, IF YOU WEIGH MORE THAN 350 POUNDS, YOUR MEAL IS FREE AT THE **HEART ATTACK GRILL** IN ARIZONA. THE PLACE SERVES BURGERS RANGING FROM THE SINGLE BYPASS TO THE GRAD RUPELE BYPASS. SERVERS DRESS AS NURSES.



29. NOV 11 2010 6:00AM ET PIX MORNING NEWS 6A
WPIX-CW NEW YORK, NY

Nielsen Audience: 49,017

[**06:09:51 AM**] NEW JERSEY TRANSIT COMMUTERS HAVE THE OPTION OF ENROLLING TO RECEIVE AMBER ALERTS THROUGH THE SYSTEM, WHICH DELIVERS TRAVEL ADVISORIES AS WELL. AT AN ARIZONA RESTAURANT, THE MORE YOU WEIGH, THE MORE YOU GET. A **HEART ATTACK GRILL** IS OFFERING FREE MEALS TO ANYONE WHO WAY OVER 350-POUND. IT SERVES BURGERS FROM THE SINGLE BYPASS TO THE QUADRUPLE BYPASS. COME ON.



30. NOV 11 2010 6:00AM ET **PIX MORNING NEWS AT 6**
WPIX-CW NEW YORK, NY

Nielsen Audience: 49,017

[**06:09:50 AM**] AT AN ARIZONA RESTAURANT, THE MORE YOU WEIGH, THE MORE YOU GET. A **HEART ATTACK GRILL** IS OFFERING FREE MEALS TO ANYONE WHO WAY OVER 350-POUND. IT SERVES BURGERS FROM THE SINGLE BYPASS TO THE QUADRUPLE BYPASS. COME ON.



31. NOV 11 2010 5:00PM ET **5PM News**
WTFX-FOX PHILADELPHIA, PA

Nielsen Audience: 87,914

[**05:45:40 PM**] MAYBE THAT'S NOT VERY RESPONSIBLE. ALL RIGHT OWNER OF A PHOENIX BURGER JOINT SAYS HIS RESTAURANT IS THE MOST HONEST IN THE COUNTRY. IT'S CALLED THE **HEART ATTACK GRILL**. CUSTOMERS WEAR HOSPITAL GOWNS WHILE THEY EAT HUGE BURGERS AND FLAT LINER FRIES. THE RESTAURANT'S OFFICIAL SPOKESPERSON IS A 600-POUND MAN.



32. NOV 11 2010 3:00PM PT **ABC7 7 LIVE**
KGO-ABC SAN FRANCISCO-OAKLAND-SAN JOSE, CA

Nielsen Audience: 10,331

[**03:40:12 PM**] WHAT IS ON THIS MENU? FLAT LINER FRIES. A FULL SUGAR COLAS, UNFILTERED LUCKY STRIKE CIGARETTES Z FOUR SIZES OF MEAT TOWERS RANGING FROM SINGLE TO **QUADRUPLE BYPASS BURGER**. IF YOU FINISH THAT, THERE ONE OF THEIR WAITRESSES DRESSED AS A THURSDAY, JUST SENDING YOU OUT IN A WHEELCHAIR TO YOUR CAR. AND THERE IS A PADDLE TO RESTART YOUR HEART.



33. NOV 11 2010 5:00PM ET **Fox 5 Evening**
WTTG-FOX WASHINGTON, DC-HAGERSTOWN, MD

Nielsen Audience: 70,811

[**05:36:30 PM**] I'M SURE AT SOME POINT IN THE FUTURE, THE GOVERNMENT WILL MAKE THE BEST EFFORTS TO SHUT ME DOWN. HE'S NOT A DOCTOR BUT A RESTAURANT OWNER AND SAID HE OPERATES THE MOST HONEST BURGER GIANT IN AMERICA. NEXT ON FOX 5 NEWS AT 5, WE'RE TAKING YOU INSIDE THE **HEART ATTACK GRILL**.

[**05:40:14 PM**] THE EMERGENCY BAN IS SIMILAR TO THOSE IN MICHIGAN, UTAH, AND OAK. AND. THE **HEART ATTACK GRILL** EMBRACES EVERYTHING BAD FOR YOU. THE OWNER OF THE PHOENIX RESTAURANT CALLS HIS BURGER SHOP THE MOST HONEST RESTAURANT IN AMERICA AND THE MENU OFFERS BYPASS BURGERS, FLATLINER FRIES, NO-FILTER CIGARETTES AND JOLT COLA. THE CUSTOMERS ARE GIVEN HOSPITAL GOWNS AND THEY GOWNS AND THEY WEAR THEM AS THEY EAT.



34. NOV 11 2010 5:00AM ET **Fox 5am**
WJBK-FOX DETROIT, MI

Nielsen Audience: 40,886

[**05:26:57 AM**] KAM: ACCORDING TO THE STUDY, 20% OF TEENS ARE HYPE ER TEXTING, THAT'S MORE COMMON AMONG GIRLS, MINORITIES, CHILDREN OF SINGLE PARENTS AND PARENT WITH LESS EDUCATION. OBESITY IS NO LAUGHING MATTER BUT THERE IS POLICES BUCKING THE TREND TO STAY THIN AND LAUGHING ABOUT IT. IN ARIZONA, THE **HEART ATTACK GRILL** IS OFFERING FREE MEALS TO ANYONE WEIGHING MORE THAN 350 POUNDS. IN FACT, THEY HAVE EVEN HIRED A HEFTY SPOKESMAN TO PROMOTE THEIR MENU. OTHER DIETS DON'T DELIVER RESULTS. I HAVE MADE INCREDIBLE PROGRESS ON THE **HEART ATTACK GRILL** DIET. A COUPLE OF MONTHS AGO I WAS WEARING THESE. NO DANGEROUS I DON'T I DON'T SYNDROME. I PERSONALLY GUARANTEE A STABLE UPWARD PROGRESSION OF BODY WEIGHT WHILE YOU'RE ENGY ENGYING GREAT TASTING FOODS LIKE A **DOUBLE BYPASS BURGER** AND FLAT LINER FRIES. ALAN: THE **HEART ATTACK GRILL** IS OWNED BY A FORMER KNEW NUTRITIONIST. THEY HAVE A LINE OF BYPASS BURGER, SINGLE, DOUBLE, TRIPLE TRIPLE, QUADRUPLE AND FLAT LINER FRIES FRIED IN LARD. KAM: OH!



35. NOV 11 2010 5:30PM ET **Fox 530pm**
WJBK-FOX DETROIT, MI

Nielsen Audience: 114,125

[**05:42:42 PM**] YES, IN ARIZONA THE HEART ATTACK ATTACK GRILL IS OFFERING FREE MEALS FOR WEIGHING IN OVER 300 POUNDS. OTHER DIETS DON'T DELIVER THE RESULTS. BUT I MADE PROGRESS ON THE **HEART ATTACK GRILL** DIET. A COUPLE OF MONTHS AGO I WAS WEARING THESE. GET THIS, THE **HEART ATTACK GRILL** IS OWNED BY THE FORMER NUTRITIONIST. THE REST TRANT IS FEATURING BYPASS BURGERS, SINGLE, DOUBLE AND QUADRUPLE, AND FAT LINER FRIES, AND THEY HAVE 8,000 CALORIES EACH. BY THE WAY, THE GUY YOU SAW WITH THE DOCTOR'S OUT FIT THAT IS JOE.



36. NOV 11 2010 11:00PM ET **Edge**
WJBK-FOX DETROIT, MI

Nielsen Audience: 107,691

[**11:17:11 PM**] MANY RESTAURANTS TOUTING THE HEALTHIER MENU OPTIONS. WOULD YOU EAT AT THE **HEART ATTACK GRILL**? THE OWNER HIRED 570-POUND BLARE RIVER AS THE OFFICIAL SPOKESPERSON. AND THE SHOP CALLS THEIR CUSTOMERS PATIENTS WHO ARE ENCOURAGED TO WEAR HOSPITAL GOWNS WHILE DINING IN.



37. NOV 11 2010 10:00PM AZ ABC 15 News at 10
KNXV-ABC PHOENIX, AZ

Nielsen Audience: 51,814

[**10:16:34 PM**] REPORTER: YOU CAN SAY THAT THIS MESA MAN IS A BIG GUY. I'M SIX FEET EIGHT, 570 POUNDS. REPORTER: AT THE **HEART ATTACK GRILL** AND CHANDLER, HIS LARGER-THAN-LIFE PERSONALITY HAS LANDED HIM THE BIGGEST GIG OF THEIR LIFE. I'M THEIR SPOKES MODEL. REPORTER: A POSTER MODEL OFFERING A FREE MEAL TO ANYONE WHO TIPS THE SCALE AT 350 POUNDS.



38. NOV 11 2010 4:00PM PT Evening News
KPTV-FOX PORTLAND, OR

Nielsen Audience: 29,035

[**05:24:56 PM**] IN A TIME WHEN SO MANY RESTAURANTS ARE TALKING ABOUT LOW-FAT OILS OR WHOLE WHEED BUNS, AN ARIZONA EATERY CELEBRATES FATTY FOOD. IT'S CALLED THE **HEART ATTACK GRILL**. TONIGHT IT HAS A NEW SPOKESPERSON. DAN SPINDLE HAS THE STORY.

[**05:25:04 PM**] DAN SPINDLE HAS THE STORY. DON'T SAY THEY DIDN'T WANT YOU. THE **HEART ATTACK GRILL** AIMS TO LIVE UP TO ITS NAME. I PREACH RECKLESS ABANDON. MAYBE THAT'S NOT VERY RESPONSIBLE. **JON BASSO** CALLS HIS BURGER JOINT THE MOST HONEST RESTAURANT IN AMERICA. HE EVEN HIRED 570-POUND PLAYER RIVER AS THE OFFICIAL SPOKESPERSON AFTER ALL, PATIENTS OVER 350 POUNDS EAT FREE. IS IT A BIG EVENT.

[**05:26:20 PM**] KIND OF CREATIVE THAT. WAS DAN SPINDLE REPORTING. THE **HEART ATTACK GRILL** MENU FOLLOWS A MEDICAL THEME. YOU CAN ORDER A **DOUBLE BYPASS BURGER** AS WELL.



39. NOV 11 2010 5:30PM ET Fox 45 News at 5:30pm
WBFF-FOX BALTIMORE, MD

Nielsen Audience: 32,816

[**05:44:46 PM**] I LOVE THE FRIES ERING. RESTAURANT LIVING UP TO ITS NAME. SPECIAL WARDROBE YOU CAN WEAR AT **HEART ATTACK GRILL** AND SOME CUSTOMERS ACTUALLY EAT THERE FOR FREE FICHLT GREAT DAY OUT THERE TODAY AROUND BALTIMORE. AROUND CENTRAL MARYLAND CLEAR SKIES TEMPERATURES IN TH TEEN GIRL BULLIED AT SCHOOL COMMIT SUICIDE.

[**05:58:21 PM**] USE THE TOOLS TO TRACK COMING STORMS TO YOUU STREET. GO TO OUR WEB SEAT AND CLICK ON I RADAR. MANY RESTAURANTS GO LOW FAT ONE ARIZONA RESTAURANT CELEBRATE FAT FOODSISM ITEM CALLED THE **HEART ATTACK GRILL**. SIGN AT THE FRONT OF THE BURGER JOINT WARNS THE FOOD INSIDE IS BAD FOR YOUR HEALTH. EMPLOYEE WEAR NURSE UNIFORM AND CUSTOMERS CAN WEAR HOSPITAL GOWNS AND IF YOU WEIGH MORE THAN 350 POUNDS, YOU EAT FREE.



40. NOV 11 2010 5:00PM ET Channel 12 News
WPEC-CBS WEST PALM BEACH-FT. PIERCE, FL

Nielsen Audience: 25,007

[**05:37:53 PM**] LAST DAY FOR SUBMISSIONS IS NOVEMBER 22ND. AGAIN, JUST HEAD TO CBS 12 DOT COM SLASH THANKSGIVING. 2-SHOT TEASE)CURT MOST RESTAURANTS ARE GETTING RID OF THE FAT AND ADDING HEALTHY MENU ITEMS, VO BUT NOT THIS PLACE, WHAT THE **HEART ATTACK GRILL** IS ALL ABOUT, SUZANNE VO YOU DON'T NEED NEEDLES WHEN YOU GET A GOLD TATTOO, THE FILM OF PRECIOUS MEDAL ON YOUR SKIN AND HOW MUCH THAT'LL COST YOU, CURT VO)AND YOU CAN'T IMAGINE ONE WITHOUT THE OTHER. WHY HUGH HEFNER MAY HAVE TO SELL HIS PRECIOUS PLAYBOY MANSION, FSSAND COMING UP "ALL NEW" TOMORROW ON GOOD MORNING SOUTH FLORIDA, VIDEO IN THURSDAY BIN CROQUET UNITED STATES WOMAN ON TV IF YOU WON'T LET ME IN, YOU CAN'T REALLY LOVE ME.

[**05:53:04 PM**] THE CHOCOLATE SHOW BEGAN IN 19-97 AND HAS SINCE BECOME ONE OF NEW YORK'S FAVORITE EVENTS. SUZANNE IN A TIME WHEN MOST RESTAURANTS ARE TURNING AN EYE TOWARD HEALTH WITH LOW FAT AND WHOLE WHEAT OPTIONS, ONE PHOENIX BURGER JOINT IS ACTUALLY CELEBRATING ITS HIGH FAT FOODS. VO)THE NAME OF THE PLACE SAYS IT ALL: THE **HEART ATTACK GRILL**. DECORATED IN HOSPITAL FASHION, OWNER **JON BASSO** CLAIMS HIS BURGER JOINT IS THE MOST HONEST RESTAURANT IN AMERICA. BECAUSE YOU EAT HERE ENOUGH, YOU'LL MORE THAN LIKELY WIND UP HOSPITALIZED. SO IS THIS BRINGING IRRESPONSIBILITY TO A NEW LEVEL, OR JUST HAVING A LITTLE FUN?



41. NOV 11 2010 9:00PM CT News at Nine
KSFY-FOX SPRINGFIELD, MO

Nielsen Audience: 31,379

[**09:16:20 PM**] THAT S BECAUSE MANY RETAILERS TAKE A LOSS ON TURKEYS TO BOOST SALES OF ALL THE TRIMMINGS. JUST AHEAD AT KSFY NEWS AT NINE, PREACH RECKLESS ABANDONED, MAYBE THAT S NOT VERY RESPONSIBLE" DON T SAY THEY DIDN T WARN YOU! THE **HEART ATTACK GRILL** LIVES UP TO ITS NAME. FIND OUT HOW YOU CAN EARN A FREE MEAL AT THIS BURGER JOINT. AND WE COULD SEE TEMPERATURES IN THE 70 S AGAIN TOMORROW.

[**09:23:13 PM**] THIS IS THE FIRST TIME THE RECIPE HAS CHANGED IN THE CHAIN S HISTORY. IN A TIME WHEN SO MANY RESTAURANTS ARE TALKING ABOUT LOW FAT OILS OR WHOLE WHEAT BUNS, ONE EATERY CELEBRATES ITS FATTY FOOD. IT S CALLED THE **HEART ATTACK GRILL**. ITS OWNER CALLS IT THE MOST HONEST RESTAURANT IN AMERICA. AND NOW IT HAS A NEW SPOKESPERSON.

-  42. NOV 11 2010 5:00AM CT 12 MORNING NEWS Nielsen Audience: 12,555
KSLA-CBS SHREVEPORT, LA - TEXARKANA, TX
- [**05:19:57 AM**] FROM THE IF YOU CAN'T BEAT THEM JOIN THEM DEPARTMENT. A RESTAURANT IN ARIZONA IS GIVING AWAY FREE MEALS, BUT YOU HAVE TO BE OVERWEIGHT TO GET THEM! "THE **HEART ATTACK GRILL**" OFFERS FREE FOOD TO ANYONE WHO WEIGHS OVER 350 POUNDS. THE RESTAURANT SERVES BURGERS RANGING FROM THE "SINGLE BYPASS" TO THE "QUADRUPLE BYPASS. AND THE WAITRESSES ARE DRESSED IN SEXY NURSE UNIFORMS.
-  43. NOV 11 2010 5:00AM CT KHBS/KHOG Sunrise Nielsen Audience: 3,255
KHBS/KHOG-ABC FT. SMITH-FAYETTEVILLE-SPRINGDALE-ROGERS, AR
- [**04:57:05 AM**] HOPEFULLY WE'LL SEE THE GRUDGE MATCH COME SUNDAY. HE MUST BE THE ATTRACTIVE BROTHER IF THAT'S WHAT THE OTHER ONE LOOKS LIKE. SO THERE IS THIS PLACE IN ARIZONA CALLED THE **HEART ATTACK GRILL**. AS IF THE NAME IS NOT BAD ENOUGH, THIS PLACE IS BASICALLY OFFERING FREE MEALS TO ANYONE WEIGHING MORE THAN 350 POUNDS. AMEN.
- [**04:57:19 AM**] AMEN. YEAH. THEIR NICKNAME IS HOME OF THE **DOUBLE BYPASS BURGER**. THAT'S WHAT YOU'RE LOOKING AT. AND THEY'VE APPARENTLY ENLISTED PLUS-SIZE SPOKESMAN BLAIR RIVER.
-  44. NOV 12 2010 3:30PM CT Your World Nielsen Audience: 1,147,026
FOXNEWS-CABLE NATIONAL
- [**03:46:07 PM**] NEIL: A SECOND CHANCE FOR THE FIRST LADY'S HEALTHIER EATING PLAN HAS DEMOCRATS PUSHING FOR A VOTED ON THE KIDS NUTRITION BILL BEFORE THE GOPTAKES OVER IN JANUARY. MY NEST GEXES ARE NOT BIG FANS, THE OWNER OF **HEART ATTACK GRILL** AND A NURSE IS A WAITRESS. THAT IS THE HOME OF THE FLAT LINER FRIES AND BYPASS BURGER AND HAVE BEEN LIKENED TO HEART ATTACKS ON A MEAT. FOLKS GOOD TO HAVE YOU.
-  45. NOV 12 2010 5:00AM PT FOX 11 Morning News at 5AM Nielsen Audience: 34,901
KTTV-FOX LOS ANGELES, CA
- [**05:19:25 AM**] LISA, THANK YOU. THE OWNER SAYS HIS BURGER JOINT IS THE MOST HONEST RESTAURANT IN AMERICA. WE'LL TAKE YOU INSIDE THE **HEART ATTACK GRILL**. AND WHAT DOES HALF A CENTURY OF BEING SUPER ADORABLE LEAD TO? ONE CUTE KITTY.
-  46. NOV 12 2010 6:00AM PT FOX 11 Morning News at 6AM Nielsen Audience: 72,116
KTTV-FOX LOS ANGELES, CA
- [**06:11:16 AM**] ESPECIALLY THE ALIENS. I PREACH RECKLESS ABANDON. THEY ARE STILL OFFERING HONESTY IN ADVERTISING, WE'LL TAKE YOU INSIDE THE **HEART ATTACK GRILL** COMING UP.
-  47. NOV 12 2010 6:00AM PT FOX 11 Morning News at 6AM Nielsen Audience: 72,116
KTTV-FOX LOS ANGELES, CA
- [**06:44:38 AM**] IT'S A MESSAGE A PHOENIX RESTAURANT CELEBRATES WITH RESTLESS ABANDON. WHY NOT COME TO THE BURGER JOINT IF YOU'RE GOING TO DIE? IT'S CALLED THE **HEART ATTACK GRILL**. ALL OF THE ENTREES ARE JUST BASICALLY HEART ATTACKS ON A PLATE. THE CUSTOMERS WEAR HOSPITAL GOWNS AND WRIST BANDS AND THEY ARE SERVED BY WAITRESSES IN NURSES UNIFORMS, ALL WELCOMED BY THE 570-POUND RESTAURANT SPOKESMAN.
-  48. NOV 12 2010 10:00AM PT FOX 11 Morning News at 10 AM Nielsen Audience: 78,904
KTTV-FOX LOS ANGELES, CA
- [**10:27:38 AM**] LET'S FACE IT. IT'S A MESSAGE A PHOENIX RESTAURANT CELEBRATES WITH RECKLESS ABANDON. THE BURGER JOINT IS CALLED THE **HEART ATTACK GRILL**, ENTREES ARE CARDIAC ARRESTS ON PLATE. CUSTOMERS WEAR HOSPITAL GOWNS AND ARE SERVED BY WAITRESSES IN NURSE UNIFORMS. THE CUSTOMERS LOVE IT, ESPECIALLY THE ONES WHO WEIGH OVER 350 POUNDS BECAUSE THEY EAT FOR FREE.
-  49. NOV 12 2010 12:00PM PT Fox 11 News at Noon Nielsen Audience: 45,221
KTTV-FOX LOS ANGELES, CA
- [**12:26:46 PM**] A WARNING, LIFE WILL EVENTUALLY KILL YOU. A PHOENIX RESTAURANT CELEBRATES WITH RECKLESS ABANDON, THE **HEART ATTACK GRILL**, THE ENTREES ARE CARDIAC ARRESTS ON A PLATE. THE CUSTOMERS LOVE IT SPECIAL LIT ONES WHO WEIGH OVER 350 POUNDS WHO EAT FREE IF YOU TIP THE SCALES AND ORDER THE SIGNATURE HAMBURGER WITH UNHEALTHY FIXINGS, YOU GET OLD ROLLED OUT IN A WHEELCHAIR. THAT'S THE BEST PART.
50. NOV 12 2010 8:00AM CT WGN Morning News Nielsen Audience: 105,674
WGN-CW CHICAGO, IL



[08:16:21 AM**]** WHO NEEDS THESE PANTSES? I CAN EAT FOR FREE. THE **HEART ATTACK GRILL** NOW PICKED UP THE BILL FOR ANY CUSTOMER WHO WEIGHS MORE THAN 350 POUNDS. THE OWNER OF THE RESTAURANT USED TO OWN A CHAIN OF JENNY CRAIG WEIGHT LOSS CENTERS. HE SAID A PROINSPIRED HIM WHEN SHE SAID SHE IS DONE WITH WEIGHT LOSS.



51. NOV 12 2010 5:00AM AZ Daybreak Nielsen Audience: 16,177
KNXV-ABC PHOENIX, AZ

[05:24:17 AM**]** REPORTER: HIS NAME IS BLARE RIVER AND HE IS A BIG GUY. 6'8", 570 POUNDS. REPORTER: BUT AT THE **HEART ATTACK GRILL** IN CHANDLER HIS LARGER THAN LIFE PERSONALITY HAS LANDED HIM PERHAPS THE BIGGEST GIG OF HIS LIFE. I AM THEIR SPOKES MODEL. REPORTER: A POSTER BOY WHO IS SPREADING THE WORD ABOUT THE HIGHEST CALORIE JOINED TO OFFER A FREE MEAL TO ANYONE WHO TIPS THE SCALE AT 350 POUNDS.



52. NOV 12 2010 9:00AM PT More Good Day Oregon Nielsen Audience: 9,700
KPDX-MNT PORTLAND, OR

[09:00:18 AM**]** WE'VE GOT A RESTAURANT THAT SAYS IT'S THE MOST HONEST FOOD PLACE IN THE WORLD. SEE HOW "THE **HEART ATTACK GRILL**" IS LIVING UP TO ITS NAME! THEN DON'T WAIT UNTIL BLACK FRIDAY TO SCORE SOME GOOD DEALS. WE'VE GOT THE INSIDE SCOOP ON SOME OF THIS YEAR'S BEST HOLIDAY SHOPPING DEALS.

[09:06:35 AM**]** JUST HEAD TO KPTV-DOT-COM AND CLICK ON THE DIRTY DINING TAB UNDER NEWS. THIS NEXT RESTAURANT MAY BE PASSING ITS HEALTH INSPECTIONS BUT IF YOU EAT THERE, YOU MAY NOT PASS YOUR HEALTH INSPECTION! IT'S CALLED "THE **HEART ATTACK GRILL**." AND THIS PHOENIX RESTAURANT CERTAINLY LIVES UP TO ITS NAME. THE OWNER CALLS IT THE MOST HONEST RESTAURANT IN AMERICA. HE EVEN HIRED 570-POUND BLAIR RIVER AS HIS OFFICIAL SPOKESPERSON.

[09:07:05 AM**]** "DO I HAVE CONCERNS OR MORAL CONFLICTS ABOUT SERVING HIGH CALORIES TO PEOPLE NO MORE THAN CONTENT IS EQUIVALENT, I AM SIMPLY DOING SO WITH AN HONEST MESSAGE" STITCH WITH THEME, THEY LIKE THE GOWNS, THE WRIST BANDS, THE NURSES EVERYTHING LIKE THAT. I LIKE IT. "THE MENU EVEN FOLLOWS A MEDICAL THEME WITH ITEMS LIKE A "**DOUBLE BYPASS BURGER**" AND THE "**FLATLINE FRIES**. WANT TO BE HAPPY? THEN YOUR BEST BET IS TO STAY FOCUSED.



53. NOV 12 2010 6:00AM CT WDAF 6 am Nielsen Audience: 40,292
WDAF-FOX KANSAS CITY, MO

[06:52:56 AM**]** THE CONVENTION IS SCHEDULED FOR THE FIRST WEEK IN SEPTEMBER, 20-12.3 IN A TIME WHEN SO MANY RESTAURANTS ARE PROMOTING THEIR LOW-FAT, NATURAL FOODS, ONE ARIZONA RESTAURANT IS DOING JUST THE OPPOSITE. THE **HEART ATTACK GRILL** IN PHOENIX SAYS THEY CELEBRATE FATTY FOOD. 3 **JON BASSO** OWNS IT. HE SAYS HIS BURGER JOINT IS THE MOST HONEST RESTAURANT IN AMERICA. HE SAYS HE DOESN'T TRY TO PUT ANY SPIN ON THE FACT THAT THEIR MENU ITEMS COME WITH LOTS OF CALORIES.



54. NOV 12 2010 9:00PM CT Fox Six News at 9 Nielsen Audience: 76,516
WITI-FOX MILWAUKEE, WI

[09:55:28 PM**]** IN THE REAL WORLD, THE SUIT COULD WORLD, THE SUIT COULD MAKE A HUGE DIFFERENCE TO TODAY'S TROOPS IN AFGHANISTAN, WHO SOMETIMES HAVE TO CARRY 150 POUNDS. 3 3 IN A TIME WHEN SO MANY IN A TIME IN A TIME WHEN SO MANY RESTAURANTS ARE TALKING ABOUT LOW FAT OILS OR WHOLE WHEAT BUNS, ONE PLACE IS CELEBRATING FATTY FOOD. IT'S CALLED THE **HEART ATTACK GRILL**. FOX'S DAN SPINDLE FOUND THE "DOCTOR" ENDORSING THE HEFTY MEALS. 3 DON'T SAY THEY DIDN'T WARN YOU THE **HEART ATTACK GRILL** LIVES UP TO ITS NAME. BASSO SAYS: "I PREACH RECKLESS ABANDONED, MAYBE THAT'S NOT VERY RESPONSIBLE"JON BASSO CALLS HIS BURGER JOINT THE MOST HONEST RESTAURANT IN AMERICA.



55. NOV 12 2010 3:00PM CT Live at 3 Nielsen Audience: 18,373
WTMJ-NBC MILWAUKEE, WI

[03:46:42 PM**]** AN ARIZONA RESTAURANT IS OFFERING FREE FOOD. BUT THERE IS A CATCH. "OTHER DIETS DON'T DELIVER RESULTS, BUT I'VE MADE INCREDIBLE PROGRESS ON THE **HEART ATTACK GRILL** DIET. A COUPLE OF MONTHS AGO, WAS WEARING THESE. "THE APTLY-NAMED **HEART ATTACK GRILL** WILL GIVE FREE MEALS TO ANYONE WHO WEIGHS MORE THAN 350 POUNDS. THEY JUST SIGNED A 570 POUND SPOKESMAN.



56. NOV 12 2010 6:00AM ET CBS 47 NEWS AT 6 AM Nielsen Audience: 7,857
WTEV-CBS JACKSONVILLE, FL

[06:20:32 AM**]** JAX DOT COM. HERE'S DERRICK ODOM IN THE ARLINGTON TOYOTA FIRST ALERT TRAFFIC CENTER. YOU CAN FEEL YOUR ARTERIES CLOGGING UP, WE'LL TAKE YOU ONE RESTAURANT CLOGGING UP, WE'LL TAKE YOU ONE RESTAURANT THAT'S PROUD TO BE A **HEART ATTACK GRILL**. DON'T MESS WITH MAMA'S PURSE, MEET A THIEF WHO LEARNED THAT LESSON THE HARD WAY. THAT'S COMING UP AT 6:30.

[06:24:58 AM**]** THAT'S COMING UP AT 6:30.6:00 AM BREAK 5 ARE TALKING ABOUT LOW FAT EVERYTHING, OR WHOLE WHEAT BUNS, ONE RESTAURANT IS CELEBRATING ITS FATTY FOODS. IT'S CALLED, THE **HEART ATTACK GRILL**, AND IT LIVES UP TO ITS NAME. CUSTOMERS WEAR HOSPITAL GOWNS, AND SERVERS DRESS UP AS NURSES WHO SERVE HIGH CALORIC ITEMS. AND GET THIS, CUSTOMERS OVER 350 POUNDS EAT FREE.



57. NOV 12 2010 6:00AM ET CBS 47 NEWS AT 6 AM
WTEV-CBS JACKSONVILLE, FL

Nielsen Audience: 7,857

[**06:52:45 AM**] HERE ARE THE CARS INVOLVED, FRONTIER PICKUP TRUCKS, X-TERRA SPORT UTILITY VEHICLES, AND SENTRA SEDANS. AT A TIME WHEN SO MANY RESTAURANTS ARE TALKING ABOUT LOW FAT EVERYTHING, OR WHOLE WHEAT BUNS, ONE RESTAURANT IS CELEBRATING ITS FATTY FOODS. IT'S CALLED, THE **HEART ATTACK GRILL**, AND IT LIVES UP TO ITS NAME. CUSTOMERS WEAR HOSPITAL GOWNS, AND SERVERS DRESS UP AS NURSES WHO SERVE HIGH CALORIC ITEMS, SO DOES THIS RESTAURANT TAKE IRRESPONSIBILITY TO A NEW LEVEL, OR DOES IT SIMPLY ALLOW ONE THE FREEDOM TO EAT FAT? BASSO SAYS: "DO I HAVE CONCERNS OR MORAL CONFLICTS ABOUT SERVING HIGH CALORIES TO PEOPLE NO MORE THAN MCDONALDS, NO MORE THAN BURGER KING, BECAUSE THE CALORIC CONTENT IS EQUIVALENT, I AM SIMPLY DOING SO WITH AN HONEST MESSAGE" AS YOU CAN SEE, THE BURGER JOINTS OWNER CALLS IT, THE MOST HONEST RESTAURANT IN AMERICA, CUSTOMERS OVER 350 POUNDS EAT FREE.



58. NOV 12 2010 8:00AM MT FOX21 NEWS@8AM
KXRM COLORADO SPRINGS-PUEBLO, CO

Nielsen Audience: 921

[**08:53:39 AM**] IN A TIME WHEN SO MANY RESTAURANTS ARE TALKING ABOUT LOW FAT OILS OR WHOLE WHEAT BUNS, ONE ARIZONA EATERY CELEBRATES ITS FATTY FOOD. IT'S CALLED THE **HEART ATTACK GRILL**. FOX'S DAN SPINDLE HAS MORE.



59. NOV 12 2010 7:00AM ET Fox 28 Morning Show
WSJV-FOX SOUTH BEND-ELKHART, IN

Nielsen Audience: 10,624

[**07:16:03 AM**] THEY ARE CELEBRATING THE FATTY FOOD THEY SERVE UP. AS FOX'S DAN SPINDLE SHOWS US, THEY CELEBRATE IT RIGHT DOWN TO THEIR NAME. DON'T SAY THEY DIDN'T WARN REE HUNDRED THE **HEART ATTACK GRILL** LIVES UP TO ITS NAME. BASSO SAYS: "I PREACH RECKLESS ABANDONED, MAYBE THAT'S NOT VERY RESPONSIBLE" **JON BASSO** CALLS HIS BURGER JOINT THE MOST HONEST RESTAURANT IN AMERICA. HE EVEN HIRED FIVE-HUNDRED AND SEVENTY POUND BLAIR RIVER AS THE OFFICIAL SPOKESPERSON AFTER ALL PATIENTS AFTER THREE HUNDRED AND FIFTY POUND EAT FREE. RIVER SAYS: "IT IS A BIG EVENT, PEOPLE HAVE FUN WITH IT, PEOPLE LIKE THE THEME, THEY LIKE THE GOWNS, THE WRIST BANDS, THE NURSES EVERYTHING LIKE THAT.



60. NOV 12 2010 7:00AM ET Michigan this Morning
WFQX-FOX TRAVERSE CITY-CADILLAC, MI

Nielsen Audience: 9,311

[**07:16:55 AM**] DISCOVER HOW GOD CAN CHANGE YOUR LIFE. WATCH THE "700 CLUB" IN A TIME WHEN SO MANY RESTAURANTS ARE TALKING ABOUT LOW FAT OILS, OR WHOLE WHEAT BUNS. ONE VALLEY EATERY CELEBRATES ITS FATTY FOOD, IT'S CALLED THE **HEART ATTACK GRILL**. DAN SPINDLE HAS MORE. DON'T SAY THEY DIDN'T WARN YOU THE **HEART ATTACK GRILL** LIVES UP TO ITS NAME. BASSO SAYS: "I PREACH RECKLESS ABANDONED, MAYBE THAT'S NOT VERY RESPONSIBLE" **JON BASSO** CALLS HIS BURGER JOINT THE MOST HONEST RESTAURANT IN AMERICA. HE EVEN HIRED FIVE-HUNDRED AND SEVENTY POUND BLAIR RIVER AS THE OFFICIAL SPOKESPERSON AFTER ALL PATIENTS AFTER THREE HUNDRED AND FIFTY POUND EAT FREE. RIVER SAYS: "IT IS A BIG EVENT, PEOPLE HAVE FUN WITH IT, PEOPLE LIKE THE THEME, THEY LIKE THE GOWNS, THE WRIST BANDS, THE NURSES EVERYTHING LIKE THAT.

Report Generated: 2010/11/13 05:03:52.609 (CT)

Total Nielsen Audience: 6,073,636

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Retrieving Television + Radio News

Heart Attack Grill Television & Internet Monitoring Reports

Date Range: 2010/07/23 To 2010/08/06



1. AUG 2 2010 12:42AM CT **Real X-Games: A challenge to visit the extreme side of tailgating**
EXAMINER.COM KANSAS CITY KANSAS CITY, MO

 **View** There might be an International Hot Dog Eating Contest, but no single food item results in more extreme throw-downs than the humble hamburger. Denny's Beer Barrel Pub in Clearfield, Pennsylvania offers a "Beer Barrel Belly Buster" with 10 pounds of meat. The **Heart Attack Grill** in Chandler, Arizona features a "**Quadruple Bypass Burger**" that is served with "Flatliner Fries", a pack of unfiltered cigarettes and a Jolt Cola. Papa Bob's Barbecue in Bonner Springs, Kansas touts the Ultimate Destroyer Challenge The Ultimate Destroyer consists of a variety of hickory-smoked meats totaling almost 6.



2. AUG 6 2010 4:00PM CT **TRAVEL CHANNEL - 4PM** **Nielsen Audience: 307,102**
TRAVEL-CABLE NATIONAL

[**04:00:55 PM**] THIS MASSIVE PIZZA WON'T EVEN FIT IN YOUR HOUSE, LET ALONE YOUR STOMACH. AND IF ALL THAT FOOD DOESN'T MAKE YOU FAINT, THE WAITRESSES AT THIS PIG-OUT PALACE WILL. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: AMERICA IS ONE OF THE FATTEST COUNTRIES IN THE WORLD, AND IT'S NOT FROM EATING BROCCOLI. SO GO BIG GUT-BUSTING BIG OR GO HOME.



3. AUG 6 2010 4:30PM CT **TRAVEL CHANNEL - 4:30PM** **Nielsen Audience: 361,934**
TRAVEL-CABLE NATIONAL

[**04:53:48 PM**] IT'S GETTING BAD. I MAY NEED MOUTH-TO-MOUTH. NARRATOR: OUR NEXT STOP CHANDLER, ARIZONA'S **HEART ATTACK GRILL**, THE COUNTRY'S MOST PERILOUS PIG-OUT. MY HEART FEELS LIKE IT'S RACING. HEART ATTACK'S ON THE WAY. LIKE ITS NAME IMPLIES, THE **HEART ATTACK GRILL** IS THE HEIGHT OF UNHEALTHY HEDONISM. ITS MENU IS A KILLER CATALOG OF ONLY THE GREASIEST, FATTIEST FOODS. AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE.

[**04:54:23 PM**] AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE. CUSTOMERS ARE REFERRED TO AS PATIENTS, ORDERS ARE PRESCRIPTIONS, AND THE WAITRESSES ARE NURSES NAUGHTY NURSES. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: THESE SEXY MEDICS DIAGNOSE YOU BY TAKING YOUR TEMPERATURE AND THEN TREAT YOU. LET ME GO AHEAD AND CHECK YOUR VITAL SIGNS.

[**04:55:30 PM**] I HAD SPENT A LIFETIME PRESCRIBING DIETS TO PEOPLE, AND THERE'S NEVER BEEN A DIET THAT PEOPLE COULD STICK TO. AND I THOUGHT TO MYSELF, THERE NEEDS TO BE A BETTER WAY. NARRATOR: AND HE DECIDED THAT BETTER WAY IS THE **HEART ATTACK GRILL**. DR. JON IS SO SERIOUS ABOUT HIS CONCEPT, HE NAMED THE BURGERS AFTER OPEN-HEART SURGICAL PROCEDURES. AND WHY NOT?

[**04:56:04 PM**] NURSE GAIL, LET'S LARD UP THESE BUNS, OKAY? GO HEAVY ON THE LARD FOR THIS PROCEDURE. NEXT, IT'S THE 1-POUND **DOUBLE BYPASS BURGER**. IT'S ALL THEY SAY IT IS. HIGHLY RECOMMENDED.

[**04:56:18 PM**] NARRATOR: AND EVEN WORSE, THERE'S THE TRIPLE BYPASS BURGER. MAN OVERBOARD. NARRATOR: AND FINALLY, A BURGER SO EXTREME, IT SHOULD BE CALLED THE EXECUTIONER BUT ISN'T THE **QUADRUPLE BYPASS BURGER**, A FULL 2 POUNDS OF GREASY GROUND BEEF, LARD-SOAKED AND COVERED WITH ALL THE FATTY FIXINGS. HEART BEATING HERE YOU GO. **QUADRUPLE BYPASS**.

[**04:57:11 PM**] UNTIL IT'S DONE, IT AIN'T DONE. APPLAUSE NARRATOR: AND IF YOU DO GET IT DONE, YOU'D BETTER BELIEVE THERE'S SOME EXTREME HEALTH BENEFITS. ANYBODY WHO FINISHES A TRIPLE OR A **QUADRUPLE BYPASS BURGER** IN OUR **HEART ATTACK GRILL** CLINIC GETS WHEELED OUT BY THEIR OWN PERSONAL NURSE. WOMAN: I WHEEL THEM OUT IN THE WHEELCHAIR ALL THE WAY FROM THEIR SEAT TO THEIR CAR. I HAVE TO MAKE SURE THAT THEY'RE WELL TAKEN CARE OF. ALL: ANOTHER HAPPY PATIENT AT THE **HEART ATTACK GRILL**. NARRATOR: HAPPY PATIENTS ARE WHAT THE **HEART ATTACK GRILL** IS ALL ABOUT. THIS IS A SHRINE TO JUNK FOOD, AND WE'RE NOT GONNA PULL ANY PUNCHES. WE'RE GONNA GIVE YOU WHAT YOU WANT.

[**04:58:07 PM**] WE HAVE A FRENCH FRY BAR. IT'S ALL-YOU-CAN-EAT, AND THEY'RE THE BEST FRIES IN THE WORLD. NARRATOR: EVERY WEEK, THE **HEART ATTACK GRILL** GOES THROUGH 350 POUNDS OF FRIES AND 450 POUNDS OF LARD. THAT'S ENOUGH LARD TO FILL A STANDARD-SIZE BATHTUB. ACTUALLY, I'M SORRY, MA'AM.

[**04:58:31 PM**] OKAY. YOU'LL NEED IT. LAUGHTER NARRATOR: AND IF YOU THINK THAT'S BAD, WE'VE ACTUALLY SAVED THE WORST FOR LAST, BECAUSE AT THE **HEART ATTACK GRILL**, IF YOU WEIGH MORE THAN 350 POUNDS, YOU EAT FREE EVERY DAY. YAY! YAY!

[**04:59:16 PM**] THE IMPORTANT THING TO REMEMBER IS THAT WE'RE HELPING, NOT HURTING. EVERYBODY LEAVES HERE MAYBE WITH A LITTLE SORE TUMMY, BUT THEIR LUNGS ARE TIRED FROM LAUGHING. NARRATOR: LAUGHS SO TREAT EVERY MEAL LIKE IT'S YOUR LAST, 'CAUSE AT THE **HEART ATTACK GRILL**, IT REALLY COULD BE. DR. JON: THAT'S

OUR PROMISE AT THE **HEART ATTACK GRILL**. TASTE WORTH DYING FOR. HEART MONITOR BEEPING, FLATLINING
NARRATOR: FROM A KILLER MEAL THAT'LL GET YOUR PULSE RACING, TO A BEAST OF A BURGER BENDER, WAY TOO
MUCH BEEF, FROM A 7-POUND BURRITO, TO SUPER-FAT SAMMIES, PLUS A MONSTER SUNDAE AND THE ULTIMATE IN
DEEP-FRIED DINING, OH, MY GOD, IT'S SO GOOD, IN THE LAST HOUR, WE'VE SHOWN YOU THE MOST EXTREME PIG-OUTS
FROM COAST TO COAST.

Report Generated: 2010/08/07 05:03:33.645 (CT)
Total Nielsen Audience: 669,036

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Heart Attack Grill Television & Internet Monitoring Reports

Date Range: 2010/10/11 To 2010/10/22



1. OCT 15 2010 4:30AM CT

NBC 41 Today

Nielsen Audience: 162

KSHB-NBC KANSAS CITY, MO

[**04:51:21**] A BURGER BATTLE IS BREAKING OUT BETWEEN TWO RESTAURANTS FIGHTING FOR THE RIGHT TO GIVE YOU A TRIPLE BYPASS. CHEF'S AT A WASHINGTON'S STEAK JOUSE INTRODUCED THE "TRIPLE BY-PASS BURGER. "ITS A 12-OUNCE PRIME CHUCK BURGER, TEMPURA FRIED KUROBUTA BACON AND ONION RINGS BETWEEN TWO GRILLED CHEESE SANDWICHES OOZING WITH TILLAMOOK CHEDDAR AND SWISS CHEESE. WORKERS AT THE **HEART ATTACK GRILL** IN CHANDLER, ARIZONA HEARD ABOUT THE BURGER AND DECLARED THAT OWNERSHIP OF THE NAME BELONGED TO THEM. NOW THE WASHINGTON STATE RESTAURANT IS LOOKING FOR A NEW NAME WE WANTED TO KNOW WHAT *YOU WOULD CALL IT. FOR A CHECK OF WHAT PEOPLE ARE SAYING, LET'S HEAD DOWN TO WEB PRODUCER AARON HEINTZELMAN WITH THIS MORNING'S "VIEWER'S VOICE" GOOD MORNING AARON. GOOD MORNING CHRISTA SOME PRETTY FUNNY COMMENTS THIS MORNING SANDY PFEIFER MITCHELL WRITES: "I THINK THEY SHOULD LEAVE THE NAME ALONE. IT IS AN APT DESCRIPTION AND A WARNING ALL IN ONE. "JOSE CASTRO WRITES: "THE GRAVE YARD BURGER! THAT MIGHT BE THE NEXT STOP FOR SOME. HATE TO SAY IT, BUT SOMETIMES IT IS WHAT IT IS!" AND GARY COPELAND WROTE OUR PRODUCER'S FAVORITE COMMENT: "I CALL IT DEATH BY COW! MMMMM OH WITH CHEESE! YOU CAN SHARE YOUR OPINION ON THIS STORY AND OTHERS ON OUR FACEBOOK PAGE FACEBOOK DOT COM SLASH NBC ACTION NEWS AND OF COURSE YOU CAN STAY UP ON THE LATEST NEWS ON OUR WEBSITE NBC ACTION NEWS DOT COM.



2. OCT 21 2010 9:30AM CT

TRAVEL CHANNEL - 9:30AM

Nielsen Audience: 216,975

TRAVEL-CABLE NATIONAL

[**09:38:23 AM**] ALL CLEAN. NO, YOU AREN'T DREAMING. WELCOME TO THE **HEART ATTACK GRILL** IN CHANDLER, ARIZONA. THIS PLACE ROLLS IN AT NUMBER 27 'CAUSE IT'S ALL ABOUT INDULGING YOUR MOST DELICIOUS GUILTY PLEASURES. WORRIED ABOUT OVERDOING IT?

[**09:38:51 AM**] I WILL BE BACK. BEST DAMN BURGER I EVER ATE. NARRATOR: ALL THE CREATIONS AT THE **HEART ATTACK GRILL** AREN'T JUST MONSTROUS. THEY'RE MEGA TASTY, TOO FROM THE SINGLE BYPASS BURGER TO THE UNLIMITED FRIES. BUT THE BURGER THAT LANDED THEM ON OUR LIST?

[**09:39:40 AM**] TOGETHER: ANOTHER HAPPY PATIENT AT THE **HEART ATTACK GRILL**. NARRATOR: IN AT NUMBER 26, AN OMELETTE THAT'S DEFINITELY ALL IT'S CRACKED UP TO BE. BREAKFAST IS THE MOST IMPORTANT MEAL OF THE DAY, SO WHY TRUST IT TO A MEASLY SLICE OF TOAST?

Report Generated: 2010/10/23 05:03:43.563 (CT)

Total Nielsen Audience: 217,137

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Heart Attack Grill Television & Internet Monitoring Reports

Date Range: 2010/10/04 To 2010/10/16



1. OCT 11 2010 5:30PM CT TRAVEL CHANNEL - 5:30PM

Nielsen Audience:
272,968

TRAVEL-CABLE NATIONAL

[**05:41:26 PM**] ALL CLEAN. NO, YOU AREN'T DREAMING. WELCOME TO THE **HEART ATTACK GRILL** IN CHANDLER, ARIZONA. THIS PLACE ROLLS IN AT NUMBER 27 'CAUSE IT'S ALL ABOUT INDULGING YOUR MOST DELICIOUS GUILTY PLEASURES. WORRIED ABOUT OVERDOING IT?

[**05:41:54 PM**] I WILL BE BACK. BEST DAMN BURGER I EVER ATE. NARRATOR: ALL THE CREATIONS AT THE **HEART ATTACK GRILL** AREN'T JUST MONSTROUS. THEY'RE MEGA TASTY, TOO FROM THE SINGLE BYPASS BURGER TO THE UNLIMITED FRIES. BUT THE BURGER THAT LANDED THEM ON OUR LIST?

[**05:42:43 PM**] TOGETHER: ANOTHER HAPPY PATIENT AT THE **HEART ATTACK GRILL**. NARRATOR: IN AT NUMBER 26, AN OMELETTE THAT'S DEFINITELY ALL IT'S CRACKED UP TO BE. BREAKFAST IS THE MOST IMPORTANT MEAL OF THE DAY, SO WHY TRUST IT TO A MEASLY SLICE OF TOAST?



2. OCT 12 2010 5:30PM PT KING-5 5:30PM NEWS

Nielsen Audience: 90,127

KING-NBC SEATTLE-TACOMA, WA

[**05:49:25 PM**] REPORTER: HE GIVES THE BURGER HE AN EXAM AND MAKES HIS DIAGNOSIS. YOU ARE GOING TO TAKE A BITE OUT OF THAT AND IT'S GOING TO COME AROUND AND BITE YOU LATER ON, BUT IT WILL CATCH UP WITH YOU.

REPORTER: HOWEVER, THESE PEOPLE WHO AREN'T DOCTORS, BUT PLAY THEM AT THE **HEART ATTACK GRILL** OUTSIDE PHOENIX, ARE NOW THREATENING TO SUE JOHN HOWIE, SAYING THEY OWN THE NAME TO THIS MEATY MONSTROSITY. IF ANYBODY IS GOING TO GET A TRIPLE BYPASS, THESE GUYS WANT TO BE THE ONES TO GIVE IT TO THEM. HOPING TO STAVE OFF A CORONARY IN THE COURTROOM, THE FOLKS AT JOHN HOWIE AGREED TO CHANGE THE NAME.



3. OCT 12 2010 10:30PM PT KING on KONG 10:30PM

Nielsen Audience: 38,817

KONG-CABLE SEATTLE-TACOMA, WA

[**10:36:49 PM**] YOU ARE GOING TO TAKE A BITE OUT OF THAT AND IT IS GOING TO COME AROUND AND BITE YOU. LATER ON, BUT IT WILL CATCH UP WITH YOU. MUSIC] REPORTER: HOWEVER, THESE PEOPLE WHO AREN'T DOCTORS BUT PLAY THEM AT THE **HEART ATTACK GRILL** OUTSIDE OF PHOENIX ARE THREATENING TO SUE JOHN HOWIE SAY THEY OWN THE NAME TO THIS. IF ANYBODY IS GOING TO GET A TRIPLE BYPASS THESE GUYS WANT TO BE THE ONES TO GIVE IT TO THEM. HOPING TO SAVE OFF A CORONARY IN THE COURTROOM THE FOLKS AT JOHN HOWIE AGREED TO CHANGE THE NAME.



4. OCT 12 2010 11:00PM PT 11pm News

Nielsen Audience: 20,298

KREM-CBS SPOKANE, WA

[**11:21:38 PM**] THIS IS JOHN HOWIE STEAK'S CREATION THE TRIPLE BY-PASS BURGER. IT'S A 12 OUNCE BURGER WITH BACON AND ONION RINGS ALL SANDWICHED BETWEEN TWO GRILLED CHEESE SANDWICHES. BUT THE **HEART ATTACK GRILL** IN ARIZONA IS SUING. CLAIMING IT OWNS THE NAME, "TRIPLE BYPASS BURGER" JOHN HOWIE'S OWNER HAS AGREED TO FIND A NEW NAME. &RYAN LEAF IS BACK IN THE NEWS TIM LEWIS IS HERE WITH SPORTS, TIM AD LIB TOSS TO SPORTS.



5. OCT 13 2010 12:30PM ET Daily Connection

Nielsen Audience: 43,369

WNBC-NBC NEW YORK, NY

[**12:48:18 PM**] MAJOR BEEF OVER THE TRIPLE BYPASS BURGER FROM THE JOHN HOWIE STEAK RESTAURANT IN WASHINGTON STATE, THOUGH **HEART ATTACK GRILLE** IN ARIZONA ALREADY HAS SUCH AN ITEM ON ITS MENU.

6. OCT 13 2010 10:30PM ET Nation

Nielsen Audience: 912

CONFIDENTIAL

HAG-001886

**CBET DETROIT, MI**

[10:54:01 PM**]** 12-OUNCES OF PRIME CHUCK TOPPED WITH ONION RINGS AND DEEP-FRIED BACON. AND IF THAT'S NOT ENOUGH, IT IS SERVED BETWEEN TWO GRILLED CHEESE SANDWICHES. IT WAS ORIGINALLY NAMED THE TRIPLE BYPASS BURGER, BUT THAT NAME'S ALREADY TRADEMARKED BY THE **HEART ATTACK GRILL** IN ARIZONA.



7. OCT 13 2010 12:00PM
AZ

12 News at Noon**Nielsen Audience: 28,974****KPNX-NBC PHOENIX, AZ**

[12:22:52 PM**]** BUE IS BREWING. W, AASHINGTON STATE REAURANTOKING FOR A NEW NAME. THIS BACON CHEESEBURGER WAS CALLED THE TRIPL BUT THE **HEART ATTACK GRILL** IN MPE BEATTH AND TRADEMARKED THAT NAME, AND HERE'SWHHA URBONOON RINGHE AND GRILLED CHEESE SANDWICHES.



8. OCT 13 2010 12:00PM
PT

KING-5 NEWS AT 12**Nielsen Audience: 49,715****KING-NBC SEATTLE-TACOMA, WA**

[12:18:39 PM**]** YOU TAKE A BITE OUT OF THAT AND IT WILL BITE YOU. IT WILL CATCH UP WITH YOU. MUSIC] HOWEVER THESE PEOPLE WHO ARE NOT DOCTORS BUT PLAY THEM AT THE **HEART ATTACK GRILL** ARE THREATENING TO SUE HIM SAYING THEY OWN THE NAME TO THIS. THEY SAY IF ANYBODY GET AS BYPASS, THEY WANT TO GIVE IT TO HIM. STAVING OFF A CORONARY IN THE COURTROOM.



9. OCT 13 2010 7:30AM
PT

KING on KONG 7:30AM**Nielsen Audience: 23,109****KONG-CABLE SEATTLE-TACOMA, WA**

[07:48:43 AM**]** YOU'RE GOING TO TAKE A BITE OUT OF THAT, AND IT'S GOING TO COME AROUND AND BITE YOU. LATER ON, BUT IT WILL CATCH UP WITH YOU. REPORTER: HOWEVER, THESE PEOPLE WHO AREN'T DOCTORS BUT PLAY THEM IT THE **HEART ATTACK GRILL** OUTSIDE PHOENIX ARE THREATENING TO SUE JOHN. SAYING THEY OWN THE NAME TO THIS BURGER. THESE GUYS WANT TO BE THE ONE TO GIVE THE PEOPLE THE TRIPLE BYPASS. THE FOLK AT JOHN'S AGREED TO CHANGE THE NAME.



10. OCT 13 2010 8:30AM
PT

KING on KONG 8:30AM**Nielsen Audience: 22,219****KONG-CABLE SEATTLE-TACOMA, WA**

[08:50:36 AM**]** REPORTER: HE GIVES IT AN EXAM, AND MAKES HIS DIAGNOSIS. YOU ARE TAKE A BITE OUT OF THAT, IT WILL COME AROUND AND BITE YOU LATER ON, BUT IT WILL CATCH UP WITH YOU. REPORTER: THESE PEOPLE WHO AREN'T DOCTORS BUT PLAY THEM AT THE **HEART ATTACK GRILL** OUTSIDE PHOENIX ARE THREATENING TO SUE THE RESTAURANT, SAY THEY OWN THE NAME TO THE MEAT AT THE MONTROSE AT THE. THEY WANT TO BE THE ONES TO GIVE IT TO THEM. HOPING TO STAVE OFF A CORONARY IN THE COURTROOM, THE FOLKS AGREED TO CHANGE THE NAME.



11. OCT 13 2010 8:30AM
PT

NWCN 8:30AM**Nielsen Audience: N/A****NWCN-IND PORTLAND, OR**

[08:54:55 AM**]** A NAME THAT EVERGREEN HOSPITAL CARDIOLOGIST BOB HAYNES SAYS IS CERTAINLY: APPROPRIATE: OH, THERE'S SOME GOOD GOOP! HE GIVES THE BURGER AN EXAM, AND MAKES HIS DIAGNOSIS: YOU'RE GONNA TAKE A BITE OUT OF THAT AND IT'S GONNA TAKE A BITE OUT OF YOU, LATER ON, BUT IT WILL CATCH UP WITH YOU. HOWEVER, THESE PEOPLE WHO AREN'T DOCTORS BUT PLAY THEM AT THE "**HEART ATTACK GRILL**" OUTSIDE PHOENIX ARE NOW THREATENING TO SUE JOHN HOWIE SAYING THEY OWN THE NAME TO THE MEATY MONSTROSITY. IF ANYONE IS GOING TO GET A TRIPLE BYPASS THESE GUYS WANT TO BE BE THE ONES TO GIVE IT TO THEM. PSSSSSS) NOT WANTING TO RAISE THEIR OWN STRESS LEVELS, THE FOLKS AT JOHN HOWIE AGREED TO CHANGE THE NAME: DEATH ON A BUN.



12. OCT 13 2010 9:30AM
PT

NWCN First 9:30**Nielsen Audience: N/A****NWCN-IND PORTLAND, OR**

[09:54:55 AM**]** A NAME THAT EVERGREEN HOSPITAL CARDIOLOGIST BOB HAYNES SAYS IS CERTAINLY: APPROPRIATE: OH, THERE'S SOME GOOD GOOP! HE GIVES THE BURGER AN EXAM, AND MAKES HIS DIAGNOSIS: YOU'RE GONNA TAKE A BITE OUT OF THAT AND IT'S GONNA TAKE A BITE OUT OF YOU, LATER ON, BUT IT WILL CATCH UP WITH YOU. HOWEVER, THESE PEOPLE WHO AREN'T DOCTORS BUT PLAY THEM AT THE "**HEART ATTACK GRILL**" OUTSIDE PHOENIX ARE NOW THREATENING TO SUE JOHN HOWIE SAYING THEY OWN THE NAME TO THE MEATY MONSTROSITY. IF ANYONE IS GOING TO GET A TRIPLE BYPASS THESE GUYS WANT TO BE BE THE ONES TO GIVE IT TO THEM. PSSSSSS) NOT WANTING TO RAISE THEIR OWN STRESS LEVELS, THE FOLKS AT JOHN HOWIE AGREED TO CHANGE THE NAME: DEATH ON A BUN.

13. OCT 13 2010 7:57PM**Free Burgers, Lawsuits and Cardiac Surgery at John Howie Steak**



PT

SEATTLE WEEKLY BLOGS SEATTLE-TACOMA, WA

View From the Gut Free Burgers, Lawsuits and Cardiac Surgery at John Howie Steak This is the "Triple Bypass Burger" served at the **Heart Attack Grill** in Chandler, Arizona It is constructed of a pound-and-a-half of beef, 6 slices of cheese, some vegetables mostly for color, I'm guessing) a bun and secret sauce. It clocks in at somewhere around 6,000 calories and is only the second largest burger on a menu that also includes such charming sides as fries cooked in pure lard, packs of Lucky Strike filterless cigarettes and bottles of JOLT Cola which, honest to god, I didn't even think was sold anymore) This is one of the "nurses" read: waitresses) at the **Heart Attack Grill**. Can you see the gimmick they're going for here? This place doesn't have customers, it has "patients". It is deliberately taunting us, laughing at the notion of obesity and heart disease and the kind of hunger which oversteps the bounds of reason and rationality and makes people crave something like a two-pound burger brought by a pretty girl in a nurse's uniform and preceded by a "doctor" checking your heart with a stethoscope. In this way, it is a parody, masquerading as an actual restaurant, and it is brilliant in a totally lowest-common-denominator sort of way. The ultimate, sweet irony of the place is that it is owned and operated by **Jon Basso**-a man who once ran a chain of personal fitness training studios. The entire idea for the place came out of a thesis paper on dieting. and onion rings squished between two whole Tillamook cheddar and Swiss grilled cheese sandwiches-and he named it of course) the "Triple By-Pass". Of course, being a wise marketer, Basso of the **Heart Attack Grill** had trademarked the names of his burgers. The Triple Bypass? That was his.



14. OCT 14 2010 5:30PM

TRAVEL CHANNEL - 5:30PM

Nielsen Audience:

CT

272,968

TRAVEL-CABLE NATIONAL

[05:53:50 PM**]** IT'S GETTING BAD. I MAY NEED MOUTH-TO-MOUTH. NARRATOR: OUR NEXT STOP CHANDLER, ARIZONA'S **HEART ATTACK GRILL**, THE COUNTRY'S MOST PERILOUS PIG-OUT. MY HEART FEELS LIKE IT'S RACING. HEART ATTACK'S ON THE WAY. LIKE ITS NAME IMPLIES, THE **HEART ATTACK GRILL** IS THE HEIGHT OF UNHEALTHY HEDONISM. ITS MENU IS A KILLER CATALOG OF ONLY THE GREASIEST, FATTIEST FOODS. AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE.

[05:54:25 PM**]** AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE. CUSTOMERS ARE REFERRED TO AS PATIENTS, ORDERS ARE PRESCRIPTIONS, AND THE WAITRESSES ARE NURSES NAUGHTY NURSES. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: THESE SEXY MEDICS DIAGNOSE YOU BY TAKING YOUR TEMPERATURE AND THEN TREAT YOU. LET ME GO AHEAD AND CHECK YOUR VITAL SIGNS.

[05:55:33 PM**]** I HAD SPENT A LIFETIME PRESCRIBING DIETS TO PEOPLE, AND THERE'S NEVER BEEN A DIET THAT PEOPLE COULD STICK TO. AND I THOUGHT TO MYSELF, THERE NEEDS TO BE A BETTER WAY. NARRATOR: AND HE DECIDED THAT BETTER WAY IS THE **HEART ATTACK GRILL**. DR. JON IS SO SERIOUS ABOUT HIS CONCEPT, HE NAMED THE BURGERS AFTER OPEN-HEART SURGICAL PROCEDURES. AND WHY NOT?

[05:56:06 PM**]** NURSE GAIL, LET'S LARD UP THESE BUNS, OKAY? GO HEAVY ON THE LARD FOR THIS PROCEDURE. NEXT, IT'S THE 1-POUND **DOUBLE BYPASS BURGER**. IT'S ALL THEY SAY IT IS. HIGHLY RECOMMENDED.

[05:56:21 PM**]** NARRATOR: AND EVEN WORSE, THERE'S THE TRIPLE BYPASS BURGER. MAN OVERBOARD. NARRATOR: AND FINALLY, A BURGER SO EXTREME, IT SHOULD BE CALLED THE EXECUTIONER BUT ISN'T THE **QUADRUPLE BYPASS BURGER**, A FULL 2 POUNDS OF GREASY GROUND BEEF, LARD-SOAKED AND COVERED WITH ALL THE FATTY FIXINGS. HEART BEATING HERE YOU GO. **QUADRUPLE BYPASS**.

[05:57:13 PM**]** UNTIL IT'S DONE, IT AIN'T DONE. APPLAUSE NARRATOR: AND IF YOU DO GET IT DONE, YOU'D BETTER BELIEVE THERE'S SOME EXTREME HEALTH BENEFITS. ANYBODY WHO FINISHES A TRIPLE OR A **QUADRUPLE BYPASS BURGER** IN OUR **HEART ATTACK GRILL** CLINIC GETS WHEELED OUT BY THEIR OWN PERSONAL NURSE. WOMAN: I WHEEL THEM OUT IN THE WHEELCHAIR ALL THE WAY FROM THEIR SEAT TO THEIR CAR.

[05:57:30 PM**]** I HAVE TO MAKE SURE THAT THEY'RE WELL TAKEN CARE OF. ALL: ANOTHER HAPPY PATIENT AT THE **HEART ATTACK GRILL**. NARRATOR: HAPPY PATIENTS ARE WHAT THE **HEART ATTACK GRILL** IS ALL ABOUT. THIS IS A SHRINE TO JUNK FOOD, AND WE'RE NOT GONNA PULL ANY PUNCHES. WE'RE GONNA GIVE YOU WHAT YOU WANT.

[05:58:10 PM**]** WE HAVE A FRENCH FRY BAR. IT'S ALL-YOU-CAN-EAT, AND THEY'RE THE BEST FRIES IN THE WORLD. NARRATOR: EVERY WEEK, THE **HEART ATTACK GRILL** GOES THROUGH 350 POUNDS OF FRIES AND 450 POUNDS OF LARD. THAT'S ENOUGH LARD TO FILL A STANDARD-SIZE BATHTUB. ACTUALLY, I'M SORRY, MA'AM.

[05:58:34 PM**]** OKAY. YOU'LL NEED IT. LAUGHTER NARRATOR: AND IF YOU THINK THAT'S BAD, WE'VE ACTUALLY SAVED THE WORST FOR LAST, BECAUSE AT THE **HEART ATTACK GRILL**, IF YOU WEIGH MORE THAN 350 POUNDS, YOU EAT FREE EVERY DAY. YAY! YAY!

[05:59:18 PM**]** THE IMPORTANT THING TO REMEMBER IS THAT WE'RE HELPING, NOT HURTING. EVERYBODY LEAVES HERE MAYBE WITH A LITTLE SORE TUMMY, BUT THEIR LUNGS ARE TIRED FROM LAUGHING. NARRATOR: LAUGHS SO TREAT EVERY MEAL LIKE IT'S YOUR LAST, 'CAUSE AT THE **HEART ATTACK GRILL**, IT REALLY COULD BE. DR. JON: THAT'S OUR PROMISE AT THE **HEART ATTACK GRILL**. TASTE WORTH DYING FOR. HEART MONITOR BEEPING, FLATLINING NARRATOR: FROM A KILLER MEAL THAT'LL GET YOUR PULSE RACING, TO A BEAST OF A BURGER BENDER, WAY TOO MUCH BEEF, FROM A 7-POUND BURRITO, TO SUPER-FAT SAMMIES, PLUS A MONSTER SUNDAE AND THE ULTIMATE IN DEEP-FRIED DINING, OH, MY GOD, IT'S SO GOOD, IN THE LAST HOUR, WE'VE SHOWN YOU THE MOST EXTREME PIG-OUTS FROM COAST TO COAST.



15. OCT 14 2010 5:30AM

Fox 530am

Nielsen Audience: 45,518

ET

WJBK-FOX DETROIT, MI

[05:56:30 AM**]** IT'S 12-OUNCES OF MEAT, FRIED BACON AND ONION RINGS NESTLED BETWEEN TWO GRILLED CHEESE SANDWICHES. IT'S ACTUALLY A CONTEST TO RENAME IT GOING ON RIGHT NOW BECAUSE APPARENTLY THE NAME TRIPLE BYPASS BURGER WAS ALREADY TRADEMARKED. TAKE A LOOK, THIS IS THE ORIGINAL TRIPLE BY PASS FROM THE **HEART ATTACK GRILL**. IT'S THREE PATTIES WITH CHEESE, ONIONS AND IS ACTUALLY CONSIDERED THE LITTLE

CONFIDENTIAL

HAG-001888

BROTHER TO THE QUADRUPLE BYPASS. SO IT HAS NOTHING TO DO WITH DOCTORS SUING OR ANYTHING WITH HEALTH ASSOCIATION.



16. OCT 14 2010 6:30AM
ET

Fox 630am

Nielsen Audience: 81,108

WJBK-FOX DETROIT, MI

[**06:56:28 AM**] IT'S TUCKED BETWEEN TWO GRILLED CHEESE SANDWICHES. THEY JUST ADDED THE BURGER TO THE MENU, BUT IT TURNS OUT ANOTHER RESTAURANT OWNS THE NAME. THIS IS THE ORIGINAL TRIPLE BYPASS OF THE **HEART ATTACK GRILL**. IT'S THREE PATTIES WITH CHEESE, ONIONS AND TOMATOES. TO AVOID LEGAL ACTION, THE WASHINGTON RESTAURANT IS HAVING A CONTEST TO RENAME THE BURGER.



17. OCT 14 2010 7:00AM
PT

Q13 MORNING 7:00

Nielsen Audience: 31,771

KCPQ-FOX SEATTLE-TACOMA, WA

[**07:25:32 AM**] THIS IS THE BURGER FORMALLY KNOWN AS THE TRIPLE BYPASS BURGER. BUT ANOTHER RESTAURANT TRADEMARKED THE TRIPLE BYPASS BURGER IS THREATENING TO SUE. THIS IS THE ORIGINAL FROM THE **HEART ATTACK GRILL** IN CHANDLER, ARIZONA. BECAUSE OF THAT, HOWIE'S VERSION IS BEING CALLED THE WHAT'S THAT BURGER. IT IS A THREE QUARTER POUND CHUNK OF MEAT.



18. OCT 14 2010 8:00AM
MT

9 NEWS@8AM

Nielsen Audience: 20,390

KTVD-MNT DENVER, CO

[**08:45:32 AM**] 3 THERE'S A MAJOR BEEF OVER A SANDWICH CALLED THE "TRIPLE BYPASS BURGER. "JOHN HOWIE STEAK" RESTAURANT IN WASHINGTON STATE RECENTLY ADDED THE BURGER TO ITS MENU. BUT THE "**HEART ATTACK GRILL**" IN ARIZONA SAYS, NOT SO FAST, IT ALREADY HAS A "TRIPLE BYPASS BURGER", AND IT'S "TRADEMARKED" THE NAME. SO NOW, JOHN HOWIE'S IS HOLDING A CONTEST TO RENAME ITS BYPASS BURGER, WHICH CONSISTS OF A 12-OUNCE PATTY SMOTHERED WITH CHEESE, BACON AND ONION RINGS, AND STUFFED BETWEEN TWO GRILLED CHEESE SANDWICHES. 3 WOULD YOU LIKE A WIFE WITH THOSE FRIES?



19. OCT 14 2010 6:00AM
AZ

News 4 Today 2

Nielsen Audience: 20,536

KVOA-NBC TUCSON-SIERRA VISTA, AZ

[**06:57:06 AM**] ONE IN ARIZONA, AND ANOTHER IN WAHSINGTON STATE, ONE IN ARIZONA, AND ANOTHER IN WAHSINGTON STATE, ONE IN ARIZONA, AND ANOTHER IN WAHSINGTON STATE, ARE IN A BIG BATTLE OF BURGER NAMING, THIS BACON CHEESE BURGER SERVED AT JOHN HOWIE STEAK IN BELLEVUE WAS CALLED THE TRIPLE BYPASS. WELL IT WAS AT LEAST, HERE'S THE PROBLEM THE **HEART ATTACK GRILL** IN TEMPE HAS TRADEMARKED THE NAME ALREADY, THE RESTAURANT UP NORTH HAS THE WHOLE THEME DOWN WAITRESSES DRESS AS NURSES AND EVERYTHING. SO NOW THE WASHINGTON BURGER JOINT IS IN NEED OF ANOTHER NAME FOR THE BURGER THAT FEATURES A 12 OUNCE PRIME CHUCK PATTY WITH CHEESE, TEMPURA FRIED BACON AND ONION RINGS SERVED BETWEEN TWO CHEDDAR AND SWISS GRILLED CHEESE SANDWICHES. AD LIB WATERCOOLER OUT TAKING A LOOK AT TODAY'S TOP STORIES, NOGALES MAYOR OCTAVIO GARCIA-VON BORSTEL BACK AT CITY HALL YESTERDAY, CONDUCTING HIS FIRST COUNCIL MEETING SINCE BEING RELEASED FROM JAIL LAST WEEK.



20. OCT 15 2010 8:30AM
CT

Morning Meeting

Nielsen Audience:
349,733

MSNBC NATIONAL

[**08:56:29 AM**] A RESTAURANT NEEDS HELPS NAME THE MEGABURGER. IT'S STACKED WITH TEN OUNCES OF MEAT AND ONION RINGS BETWEEN TWO GRILLED CHEESE SANDWICHES. USED TO BE KNOWN AS THE TRIPLE BYPASS BURGER, BUT THE **HEART ATTACK GRILL** IN ARIZONA HAS A BURGER BY THAT NAME AND IS THREATENING TO SUE. SO THE JOHN HOWIE STEAK RESTAURANT IS HAVING A CONTEST TO RENAME IT. I THINK SORT OF THE SEATTLE SLEW OF HEART ATTACKS, MAYBE THAT WOULD WORK, OR THE HEARTLESS IN SEATTLE ONCE YOU'RE DONE EATING THAT.



21. OCT 15 2010 11:01PM
PT

Greatest Hits and What You Missed: Cocaine, Lasers and Chinese
Take-Out

SEATTLE WEEKLY BLOGS SEATTLE-TACOMA, WA

View It is deliberately taunting us, laughing at the notion of obesity and heart disease and the kind of hunger which oversteps the bounds of reason and rationality and makes people crave something like a two-pound burger brought by a pretty girl in a nurse's uniform and preceded by a "doctor" checking your heart with a stethoscope. In this way, it is a parody, masquerading as an actual restaurant, and it is brilliant in a totally lowest-common-denominator sort of way. The ultimate, sweet irony of the place is that it is owned and operated by **Jon Basso**-a man who once ran a chain of personal fitness training studios. The entire idea for the place came out of a thesis paper on dieting."

22. OCT 15 2010 6:00AM

CONFIDENTIAL

HAG-001889



CT

KSHB 6 am
KSHB-NBC KANSAS CITY, MO

Nielsen Audience: 15,428

[**04:51:48 AM**] "ITS A 12-OUNCE PRIME CHUCK BURGER, TEMPURA FRIED KUROBUTA BACON AND ONION RINGS BETWEEN TWO GRILLED CHEESE SANDWICHES OOZING WITH TILLAMOOK CHEDDAR AND SWISS CHEESE. WORKERS AT THE **HEART ATTACK GRILL** IN CHANDLER, ARIZONA HEARD ABOUT THE BURGER AND DECLARED THAT OWNERSHIP OF THE NAME BELONGED TO THEM. NOW THE WASHINGTON STATE RESTAURANT IS LOOKING FOR A NEW NAME, 3 CHRISTA)WE WANTED TO KNOW WHAT YOU WOULD CALL IT. FOR A CHECK OF WHAT PEOPLE ARE SAYING, LET'S HEAD DOWN TO WEB PRODUCER AARON HEINTZELMAN WITH THIS MORNING'S "VIEWER'S VOICE", GOOD MORNING AARON.



23. OCT 15 2010 5:30AM
 ET

CBS 47 NEWS AT 5:30 AM

Nielsen Audience: 6,263

WTEV-CBS JACKSONVILLE, FL

[**05:56:42 AM**] IT'S A 12-OUNCE PRIME CHUCK BURGER, BACON AND ONION RINGS BETWEEN TWO GRILLED CHEESE SANDWICHES OOZING WITH TILLAMOOK CHEDDAR AND SWISS CHEESE. BUT THE IDEA MAY NOT BE AN ORIGINAL. WORKERS AT "THE **HEART ATTACK GRILL**" IN ARIZONA SAY THEY HAVE OWNERSHIP OF THE NAME. AND THEY THREATENED THE BELLEVUE RESTAURANT WITH LEGAL ACTION. THE KING OF POP, IN THE RIVER CITY.

Report Generated: 2010/10/16 05:03:40.765 (CT)

Total Nielsen Audience: 1,434,223

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Heart Attack Grill Television & Internet Monitoring Reports

Date Range: 2010/09/04 To 2010/10/05



1. OCT 4 2010 9:00AM CT

TRAVEL CHANNEL - 9AM
TRAVEL-CABLE NATIONAL

Nielsen Audience: 97,009

[**09:00:55 AM**] THIS MASSIVE PIZZA WON'T EVEN FIT IN YOUR HOUSE, LET ALONE YOUR STOMACH. AND IF ALL THAT FOOD DOESN'T MAKE YOU FAINT, THE WAITRESSES AT THIS PIG-OUT PALACE WILL. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: AMERICA IS ONE OF THE FATTEST COUNTRIES IN THE WORLD, AND IT'S NOT FROM EATING BROCCOLI. SO GO BIG GUT-BUSTING BIG OR GO HOME.



2. OCT 4 2010 9:30AM CT

TRAVEL CHANNEL - 9:30AM
TRAVEL-CABLE NATIONAL

Nielsen Audience: 149,125

[**09:53:49 AM**] IT'S GETTING BAD. I MAY NEED MOUTH-TO-MOUTH. NARRATOR: OUR NEXT STOP CHANDLER, ARIZONA'S **HEART ATTACK GRILL**, THE COUNTRY'S MOST PERILOUS PIG-OUT. MY HEART FEELS LIKE IT'S RACING. HEART ATTACK'S ON THE WAY. LIKE ITS NAME IMPLIES, THE **HEART ATTACK GRILL** IS THE HEIGHT OF UNHEALTHY HEDONISM. ITS MENU IS A KILLER CATALOG OF ONLY THE GREASIEST, FATTIEST FOODS. AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE.

[**09:54:25 AM**] AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE. CUSTOMERS ARE REFERRED TO AS PATIENTS, ORDERS ARE PRESCRIPTIONS, AND THE WAITRESSES ARE NURSES NAUGHTY NURSES. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: THESE SEXY MEDICS DIAGNOSE YOU BY TAKING YOUR TEMPERATURE AND THEN TREAT YOU. LET ME GO AHEAD AND CHECK YOUR VITAL SIGNS.

[**09:55:32 AM**] I HAD SPENT A LIFETIME PRESCRIBING DIETS TO PEOPLE, AND THERE'S NEVER BEEN A DIET THAT PEOPLE COULD STICK TO. AND I THOUGHT TO MYSELF, THERE NEEDS TO BE A BETTER WAY. NARRATOR: AND HE DECIDED THAT BETTER WAY IS THE **HEART ATTACK GRILL**. DR. JON IS SO SERIOUS ABOUT HIS CONCEPT, HE NAMED THE BURGERS AFTER OPEN-HEART SURGICAL PROCEDURES. AND WHY NOT?

[**09:56:06 AM**] NURSE GAIL, LET'S LARD UP THESE BUNS, OKAY? GO HEAVY ON THE LARD FOR THIS PROCEDURE. NEXT, IT'S THE 1-POUND **DOUBLE BYPASS BURGER**. IT'S ALL THEY SAY IT IS. HIGHLY RECOMMENDED.

[**09:56:20 AM**] NARRATOR: AND EVEN WORSE, THERE'S THE TRIPLE BYPASS BURGER. MAN OVERBOARD. NARRATOR: AND FINALLY, A BURGER SO EXTREME, IT SHOULD BE CALLED THE EXECUTIONER BUT ISN'T THE **QUADRUPLE BYPASS BURGER**, A FULL 2 POUNDS OF GREASY GROUND BEEF, LARD-SOAKED AND COVERED WITH ALL THE FATTY FIXINGS. HEART BEATING HERE YOU GO. QUADRUPLE BYPASS.

[**09:57:13 AM**] UNTIL IT'S DONE, IT AIN'T DONE. APPLAUSE NARRATOR: AND IF YOU DO GET IT DONE, YOU'D BETTER BELIEVE THERE'S SOME EXTREME HEALTH BENEFITS. ANYBODY WHO FINISHES A TRIPLE OR A **QUADRUPLE BYPASS BURGER** IN OUR **HEART ATTACK GRILL** CLINIC GETS WHEELED OUT BY THEIR OWN PERSONAL NURSE. WOMAN: I WHEEL THEM OUT IN THE WHEELCHAIR ALL THE WAY FROM THEIR SEAT TO THEIR CAR. I HAVE TO MAKE SURE THAT THEY'RE WELL TAKEN CARE OF. ALL: ANOTHER HAPPY PATIENT AT THE **HEART ATTACK GRILL**. NARRATOR: HAPPY PATIENTS ARE WHAT THE **HEART ATTACK GRILL** IS ALL ABOUT. THIS IS A SHRINE TO JUNK FOOD, AND WE'RE NOT GONNA PULL ANY PUNCHES. WE'RE GONNA GIVE YOU WHAT YOU WANT.

[**09:58:09 AM**] NARRATOR: EVERY WEEK, THE **HEART ATTACK GRILL** GOES THROUGH 350 POUNDS OF FRIES AND 450 POUNDS OF LARD. THAT'S ENOUGH LARD TO FILL A STANDARD-SIZE BATHTUB. ACTUALLY, I'M SORRY, MA'AM.

[**09:58:33 AM**] OKAY. YOU'LL NEED IT. LAUGHTER NARRATOR: AND IF YOU THINK THAT'S BAD, WE'VE ACTUALLY SAVED THE WORST FOR LAST, BECAUSE AT THE **HEART ATTACK GRILL**, IF YOU WEIGH MORE THAN 350 POUNDS, YOU EAT FREE EVERY DAY. YAY! YAY!

[**09:59:18 AM**] THE IMPORTANT THING TO REMEMBER IS THAT WE'RE HELPING, NOT HURTING. EVERYBODY LEAVES HERE MAYBE WITH A LITTLE SORE TUMMY, BUT THEIR LUNGS ARE TIRED FROM LAUGHING. NARRATOR: LAUGHS SO TREAT EVERY MEAL LIKE IT'S YOUR LAST, 'CAUSE AT THE **HEART ATTACK GRILL**, IT REALLY COULD BE. DR. JON: THAT'S OUR PROMISE AT THE **HEART ATTACK GRILL**. TASTE WORTH DYING FOR. HEART MONITOR BEEPING, FLATLINING NARRATOR: FROM A KILLER MEAL THAT'LL GET YOUR PULSE RACING, TO A BEAST OF A BURGER BENDER, WAY TOO MUCH BEEF, FROM A 7-POUND BURRITO, TO SUPER-FAT SAMMIES, PLUS A MONSTER SUNDAE AND THE ULTIMATE IN DEEP-FRIED DINING, OH, MY GOD, IT'S SO GOOD, IN THE LAST HOUR, WE'VE SHOWN YOU THE MOST EXTREME PIG-OUTS FROM COAST TO COAST.

Report Generated: 2010/10/09 05:03:25.649 (CT)

Total Nielsen Audience: 246,134

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Heart Attack Grill Television & Internet Monitoring Reports

Date Range: 2010/09/04 To 2010/10/01



1. SEP 27 2010 6:00PM CT

TRAVEL CHANNEL - 6:00PM
TRAVEL-CABLE NATIONAL

Nielsen Audience: 229,292

[06:00:56 PM**]** THIS MASSIVE PIZZA WON'T EVEN FIT IN YOUR HOUSE, LET ALONE YOUR STOMACH. AND IF ALL THAT FOOD DOESN'T MAKE YOU FAINT, THE WAITRESSES AT THIS PIG-OUT PALACE WILL. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: AMERICA IS ONE OF THE FATTEST COUNTRIES IN THE WORLD, AND IT'S NOT FROM EATING BROCCOLI. SO GO BIG GUT-BUSTING BIG OR GO HOME.



2. SEP 27 2010 6:30PM CT

TRAVEL CHANNEL - 6:30PM
TRAVEL-CABLE NATIONAL

Nielsen Audience: 263,830

[06:53:48 PM**]** IT'S GETTING BAD. I MAY NEED MOUTH-TO-MOUTH. NARRATOR: OUR NEXT STOP CHANDLER, ARIZONA'S **HEART ATTACK GRILL**, THE COUNTRY'S MOST PERILOUS PIG-OUT. MY HEART FEELS LIKE IT'S RACING. HEART ATTACK'S ON THE WAY. LIKE ITS NAME IMPLIES, THE **HEART ATTACK GRILL** IS THE HEIGHT OF UNHEALTHY HEDONISM. ITS MENU IS A KILLER CATALOG OF ONLY THE GREASIEST, FATTIEST FOODS. AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE.

[06:54:24 PM**]** AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE. ORDERS ARE PRESCRIPTIONS, AND THE WAITRESSES ARE NURSES NAUGHTY NURSES. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: THESE SEXY MEDICS DIAGNOSE YOU BY TAKING YOUR TEMPERATURE AND THEN TREAT YOU. LET ME GO AHEAD AND CHECK YOUR VITAL SIGNS.

[06:55:31 PM**]** I HAD SPENT A LIFETIME PRESCRIBING DIETS TO PEOPLE, AND THERE'S NEVER BEEN A DIET THAT PEOPLE COULD STICK TO. AND I THOUGHT TO MYSELF, THERE NEEDS TO BE A BETTER WAY. NARRATOR: AND HE DECIDED THAT BETTER WAY IS THE **HEART ATTACK GRILL**. DR. JON IS SO SERIOUS ABOUT HIS CONCEPT, HE NAMED THE BURGERS AFTER OPEN-HEART SURGICAL PROCEDURES. AND WHY NOT?

[06:56:05 PM**]** NURSE GAIL, LET'S LARD UP THESE BUNS, OKAY? GO HEAVY ON THE LARD FOR THIS PROCEDURE. NEXT, IT'S THE 1-POUND **DOUBLE BYPASS BURGER**. IT'S ALL THEY SAY IT IS. HIGHLY RECOMMENDED.

[06:56:19 PM**]** NARRATOR: AND EVEN WORSE, THERE'S THE TRIPLE BYPASS BURGER. MAN OVERBOARD. NARRATOR: AND FINALLY, A BURGER SO EXTREME, IT SHOULD BE CALLED THE EXECUTIONER BUT ISN'T THE **QUADRUPLE BYPASS BURGER**, A FULL 2 POUNDS OF GREASY GROUND BEEF, LARD-SOAKED AND COVERED WITH ALL THE FATTY FIXINGS. HEART BEATING HERE YOU GO. **QUADRUPLE BYPASS**.

[06:57:12 PM**]** UNTIL IT'S DONE, IT AIN'T DONE. APPLAUSE NARRATOR: AND IF YOU DO GET IT DONE, YOU'D BETTER BELIEVE THERE'S SOME EXTREME HEALTH BENEFITS. ANYBODY WHO FINISHES A TRIPLE OR A **QUADRUPLE BYPASS BURGER** IN OUR **HEART ATTACK GRILL** CLINIC GETS WHEELED OUT BY THEIR OWN PERSONAL NURSE. WOMAN: I WHEEL THEM OUT IN THE WHEELCHAIR ALL THE WAY FROM THEIR SEAT TO THEIR CAR. I HAVE TO MAKE SURE THAT THEY'RE WELL TAKEN CARE OF. ALL: ANOTHER HAPPY PATIENT AT THE **HEART ATTACK GRILL**. NARRATOR: HAPPY PATIENTS ARE WHAT THE **HEART ATTACK GRILL** IS ALL ABOUT. THIS IS A SHRINE TO JUNK FOOD, AND WE'RE NOT GONNA PULL ANY PUNCHES. WE'RE GONNA GIVE YOU WHAT YOU WANT.

[06:58:08 PM**]** WE HAVE A FRENCH FRY BAR. IT'S ALL-YOU-CAN-EAT, AND THEY'RE THE BEST FRIES IN THE WORLD. NARRATOR: EVERY WEEK, THE **HEART ATTACK GRILL** GOES THROUGH 350 POUNDS OF FRIES AND 450 POUNDS OF LARD. THAT'S ENOUGH LARD TO FILL A STANDARD-SIZE BATHTUB. ACTUALLY, I'M SORRY, MA'AM.

[06:58:32 PM**]** OKAY. YOU'LL NEED IT. LAUGHTER NARRATOR: AND IF YOU THINK THAT'S BAD, WE'VE ACTUALLY SAVED THE WORST FOR LAST, BECAUSE AT THE **HEART ATTACK GRILL**, IF YOU WEIGH MORE THAN 350 POUNDS, YOU EAT FREE EVERY DAY. YAY! YAY!

[06:59:17 PM**]** THE IMPORTANT THING TO REMEMBER IS THAT WE'RE HELPING, NOT HURTING. EVERYBODY LEAVES HERE MAYBE WITH A LITTLE SORE TUMMY, BUT THEIR LUNGS ARE TIRED FROM LAUGHING. NARRATOR: LAUGHS SO TREAT EVERY MEAL LIKE IT'S YOUR LAST, 'CAUSE AT THE **HEART ATTACK GRILL**, IT REALLY COULD BE. DR. JON: THAT'S OUR PROMISE AT THE **HEART ATTACK GRILL**. TASTE WORTH DYING FOR. HEART MONITOR BEEPING, FLATLINING NARRATOR: FROM A KILLER MEAL THAT'LL GET YOUR PULSE RACING, TO A BEAST OF A BURGER BENDER, WAY TOO MUCH BEEF, FROM A 7-POUND BURRITO, TO SUPER-FAT SAMMIES, PLUS A MONSTER SUNDAE AND THE ULTIMATE IN DEEP-FRIED DINING, OH, MY GOD, IT'S SO GOOD, IN THE LAST HOUR, WE'VE SHOWN YOU THE MOST EXTREME PIG-OUTS FROM COAST TO COAST.



3. SEP 30 2010 7:00PM CT

TRAVEL CHANNEL - 7:00PM
TRAVEL-CABLE NATIONAL

Nielsen Audience: 308,672

[07:00:55 PM**]** THIS MASSIVE PIZZA WON'T EVEN FIT IN YOUR HOUSE, LET ALONE YOUR STOMACH. AND IF ALL THAT FOOD DOESN'T MAKE YOU FAINT, THE WAITRESSES AT THIS PIG-OUT PALACE WILL. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: AMERICA IS ONE OF THE FATTEST COUNTRIES IN THE WORLD, AND IT'S NOT

CONFIDENTIAL

HAG-001892

FROM EATING BROCCOLI. SO GO BIG GUT-BUSTING BIG OR GO HOME.



4. SEP 30 2010 7:30PM CT

TRAVEL CHANNEL - 7:30PM
TRAVEL-CABLE NATIONAL

Nielsen Audience: 344,655

[**07:53:49 PM**] IT'S GETTING BAD. I MAY NEED MOUTH-TO-MOUTH. NARRATOR: OUR NEXT STOP CHANDLER, ARIZONA'S **HEART ATTACK GRILL**, THE COUNTRY'S MOST PERILOUS PIG-OUT. MY HEART FEELS LIKE IT'S RACING. HEART ATTACK'S ON THE WAY. LIKE ITS NAME IMPLIES, THE **HEART ATTACK GRILL** IS THE HEIGHT OF UNHEALTHY HEDONISM. ITS MENU IS A KILLER CATALOG OF ONLY THE GREASIEST, FATTIEST FOODS. AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE.

[**07:54:25 PM**] AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE. CUSTOMERS ARE REFERRED TO AS PATIENTS, ORDERS ARE PRESCRIPTIONS, AND THE WAITRESSES ARE NURSES NAUGHTY NURSES. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: THESE SEXY MEDICS DIAGNOSE YOU BY TAKING YOUR TEMPERATURE AND THEN TREAT YOU. LET ME GO AHEAD AND CHECK YOUR VITAL SIGNS.

[**07:55:32 PM**] I HAD SPENT A LIFETIME PRESCRIBING DIETS TO PEOPLE, AND THERE'S NEVER BEEN A DIET THAT PEOPLE COULD STICK TO. AND I THOUGHT TO MYSELF, THERE NEEDS TO BE A BETTER WAY. NARRATOR: AND HE DECIDED THAT BETTER WAY IS THE **HEART ATTACK GRILL**. DR. JON IS SO SERIOUS ABOUT HIS CONCEPT, HE NAMED THE BURGERS AFTER OPEN-HEART SURGICAL PROCEDURES. AND WHY NOT?

[**07:56:05 PM**] NURSE GAIL, LET'S LARD UP THESE BUNS, OKAY? GO HEAVY ON THE LARD FOR THIS PROCEDURE. NEXT, IT'S THE 1-POUND **DOUBLE BYPASS BURGER**. IT'S ALL THEY SAY IT IS. HIGHLY RECOMMENDED.

[**07:56:20 PM**] NARRATOR: AND EVEN WORSE, THERE'S THE TRIPLE BYPASS BURGER. MAN OVERBOARD. NARRATOR: AND FINALLY, A BURGER SO EXTREME, IT SHOULD BE CALLED THE EXECUTIONER BUT ISN'T THE **QUADRUPLE BYPASS BURGER**, A FULL 2 POUNDS OF GREASY GROUND BEEF, LARD-SOAKED AND COVERED WITH ALL THE FATTY FIXINGS. HEART BEATING HERE YOU GO. **QUADRUPLE BYPASS**.

[**07:57:13 PM**] UNTIL IT'S DONE, IT AIN'T DONE. APPLAUSE NARRATOR: AND IF YOU DO GET IT DONE, YOU'D BETTER BELIEVE THERE'S SOME EXTREME HEALTH BENEFITS. ANYBODY WHO FINISHES A TRIPLE OR A **QUADRUPLE BYPASS BURGER** IN OUR **HEART ATTACK GRILL** CLINIC GETS WHEELED OUT BY THEIR OWN PERSONAL NURSE. WOMAN: I WHEEL THEM OUT IN THE WHEELCHAIR ALL THE WAY FROM THEIR SEAT TO THEIR CAR. I HAVE TO MAKE SURE THAT THEY'RE WELL TAKEN CARE OF. ALL: ANOTHER HAPPY PATIENT AT THE **HEART ATTACK GRILL**. NARRATOR: HAPPY PATIENTS ARE WHAT THE **HEART ATTACK GRILL** IS ALL ABOUT. THIS IS A SHRINE TO JUNK FOOD, AND WE'RE NOT GONNA PULL ANY PUNCHES. WE'RE GONNA GIVE YOU WHAT YOU WANT.

[**07:58:09 PM**] WE HAVE A FRENCH FRY BAR. IT'S ALL-YOU-CAN-EAT, AND THEY'RE THE BEST FRIES IN THE WORLD. NARRATOR: EVERY WEEK, THE **HEART ATTACK GRILL** GOES THROUGH 350 POUNDS OF FRIES AND 450 POUNDS OF LARD. THAT'S ENOUGH LARD TO FILL A STANDARD-SIZE BATHTUB. ACTUALLY, I'M SORRY, MA'AM.

[**07:58:33 PM**] OKAY. YOU'LL NEED IT. LAUGHTER NARRATOR: AND IF YOU THINK THAT'S BAD, WE'VE ACTUALLY SAVED THE WORST FOR LAST, BECAUSE AT THE **HEART ATTACK GRILL**, IF YOU WEIGH MORE THAN 350 POUNDS, YOU EAT FREE EVERY DAY. YAY! YAY!

[**07:59:17 PM**] THE IMPORTANT THING TO REMEMBER IS THAT WE'RE HELPING, NOT HURTING. EVERYBODY LEAVES HERE MAYBE WITH A LITTLE SORE TUMMY, BUT THEIR LUNGS ARE TIRED FROM LAUGHING. NARRATOR: LAUGHS SO TREAT EVERY MEAL LIKE IT'S YOUR LAST, 'CAUSE AT THE **HEART ATTACK GRILL**, IT REALLY COULD BE. DR. JON: THAT'S OUR PROMISE AT THE **HEART ATTACK GRILL**. TASTE WORTH DYING FOR. HEART MONITOR BEEPING, FLATLINING NARRATOR: FROM A KILLER MEAL THAT'LL GET YOUR PULSE RACING, TO A BEAST OF A BURGER BENDER, WAY TOO MUCH BEEF, FROM A 7-POUND BURRITO, TO SUPER-FAT SAMMIES, PLUS A MONSTER SUNDAE AND THE ULTIMATE IN DEEP-FRIED DINING, OH, MY GOD, IT'S SO GOOD, IN THE LAST HOUR, WE'VE SHOWN YOU THE MOST EXTREME PIG-OUTS FROM COAST TO COAST.

Report Generated: 2010/10/02 05:03:29.125 (CT)

Total Nielsen Audience: 1,146,449

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Phoenix. Tucson. United States.

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Retrieving Television + Radio News

Heart Attack Grill Television & Internet Monitoring Reports

Date Range: 2010/09/04 To 2010/10/01



1. SEP 27 2010 6:00PM CT

TRAVEL CHANNEL - 6:00PM
TRAVEL-CABLE NATIONAL

Nielsen Audience: 229,292

[06:00:56 PM**]** THIS MASSIVE PIZZA WON'T EVEN FIT IN YOUR HOUSE, LET ALONE YOUR STOMACH. AND IF ALL THAT FOOD DOESN'T MAKE YOU FAINT, THE WAITRESSES AT THIS PIG-OUT PALACE WILL. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: AMERICA IS ONE OF THE FATTEST COUNTRIES IN THE WORLD, AND IT'S NOT FROM EATING BROCCOLI. SO GO BIG GUT-BUSTING BIG OR GO HOME.



2. SEP 27 2010 6:30PM CT

TRAVEL CHANNEL - 6:30PM
TRAVEL-CABLE NATIONAL

Nielsen Audience: 263,830

[06:53:48 PM**]** IT'S GETTING BAD. I MAY NEED MOUTH-TO-MOUTH. NARRATOR: OUR NEXT STOP CHANDLER, ARIZONA'S **HEART ATTACK GRILL**, THE COUNTRY'S MOST PERILOUS PIG-OUT. MY HEART FEELS LIKE IT'S RACING. HEART ATTACK'S ON THE WAY. LIKE ITS NAME IMPLIES, THE **HEART ATTACK GRILL** IS THE HEIGHT OF UNHEALTHY HEDONISM. ITS MENU IS A KILLER CATALOG OF ONLY THE GREASIEST, FATTIEST FOODS. AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE.

[06:54:24 PM**]** AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE. ORDERS ARE PRESCRIPTIONS, AND THE WAITRESSES ARE NURSES NAUGHTY NURSES. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: THESE SEXY MEDICS DIAGNOSE YOU BY TAKING YOUR TEMPERATURE AND THEN TREAT YOU. LET ME GO AHEAD AND CHECK YOUR VITAL SIGNS.

[06:55:31 PM**]** I HAD SPENT A LIFETIME PRESCRIBING DIETS TO PEOPLE, AND THERE'S NEVER BEEN A DIET THAT PEOPLE COULD STICK TO. AND I THOUGHT TO MYSELF, THERE NEEDS TO BE A BETTER WAY. NARRATOR: AND HE DECIDED THAT BETTER WAY IS THE **HEART ATTACK GRILL**. DR. JON IS SO SERIOUS ABOUT HIS CONCEPT, HE NAMED THE BURGERS AFTER OPEN-HEART SURGICAL PROCEDURES. AND WHY NOT?

[06:56:05 PM**]** NURSE GAIL, LET'S LARD UP THESE BUNS, OKAY? GO HEAVY ON THE LARD FOR THIS PROCEDURE. NEXT, IT'S THE 1-POUND **DOUBLE BYPASS BURGER**. IT'S ALL THEY SAY IT IS. HIGHLY RECOMMENDED.

[06:56:19 PM**]** NARRATOR: AND EVEN WORSE, THERE'S THE TRIPLE BYPASS BURGER. MAN OVERBOARD. NARRATOR: AND FINALLY, A BURGER SO EXTREME, IT SHOULD BE CALLED THE EXECUTIONER BUT ISN'T THE **QUADRUPLE BYPASS BURGER**, A FULL 2 POUNDS OF GREASY GROUND BEEF, LARD-SOAKED AND COVERED WITH ALL THE FATTY FIXINGS. HEART BEATING HERE YOU GO. **QUADRUPLE BYPASS**.

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TRAVEL-CABLE NATIONAL

Nielsen Audience: 308,672

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Report Generated: 2010/10/02 05:03:29.125 (CT)

Total Nielsen Audience: 1,146,449

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[06:56:19 PM**]** NARRATOR: AND EVEN WORSE, THERE'S THE TRIPLE BYPASS BURGER. MAN OVERBOARD. NARRATOR: AND FINALLY, A BURGER SO EXTREME, IT SHOULD BE CALLED THE EXECUTIONER BUT ISN'T THE **QUADRUPLE BYPASS BURGER**, A FULL 2 POUNDS OF GREASY GROUND BEEF, LARD-SOAKED AND COVERED WITH ALL THE FATTY FIXINGS. HEART BEATING HERE YOU GO. **QUADRUPLE BYPASS**.

[06:57:12 PM**]** UNTIL IT'S DONE, IT AIN'T DONE. APPLAUSE NARRATOR: AND IF YOU DO GET IT DONE, YOU'D BETTER BELIEVE THERE'S SOME EXTREME HEALTH BENEFITS. ANYBODY WHO FINISHES A TRIPLE OR A **QUADRUPLE BYPASS BURGER** IN OUR **HEART ATTACK GRILL** CLINIC GETS WHEELED OUT BY THEIR OWN PERSONAL NURSE. WOMAN: I WHEEL THEM OUT IN THE WHEELCHAIR ALL THE WAY FROM THEIR SEAT TO THEIR CAR. I HAVE TO MAKE SURE THAT THEY'RE WELL TAKEN CARE OF. ALL: ANOTHER HAPPY PATIENT AT THE **HEART ATTACK GRILL**. NARRATOR: HAPPY PATIENTS ARE WHAT THE **HEART ATTACK GRILL** IS ALL ABOUT. THIS IS A SHRINE TO JUNK FOOD, AND WE'RE NOT GONNA PULL ANY PUNCHES. WE'RE GONNA GIVE YOU WHAT YOU WANT.

[06:58:08 PM**]** WE HAVE A FRENCH FRY BAR. IT'S ALL-YOU-CAN-EAT, AND THEY'RE THE BEST FRIES IN THE WORLD. NARRATOR: EVERY WEEK, THE **HEART ATTACK GRILL** GOES THROUGH 350 POUNDS OF FRIES AND 450 POUNDS OF LARD. THAT'S ENOUGH LARD TO FILL A STANDARD-SIZE BATHTUB. ACTUALLY, I'M SORRY, MA'AM.

[06:58:32 PM**]** OKAY. YOU'LL NEED IT. LAUGHTER NARRATOR: AND IF YOU THINK THAT'S BAD, WE'VE ACTUALLY SAVED THE WORST FOR LAST, BECAUSE AT THE **HEART ATTACK GRILL**, IF YOU WEIGH MORE THAN 350 POUNDS, YOU EAT FREE EVERY DAY. YAY! YAY!

[06:59:17 PM**]** THE IMPORTANT THING TO REMEMBER IS THAT WE'RE HELPING, NOT HURTING. EVERYBODY LEAVES HERE MAYBE WITH A LITTLE SORE TUMMY, BUT THEIR LUNGS ARE TIRED FROM LAUGHING. NARRATOR: LAUGHS SO TREAT EVERY MEAL LIKE IT'S YOUR LAST, 'CAUSE AT THE **HEART ATTACK GRILL**, IT REALLY COULD BE. DR. JON: THAT'S OUR PROMISE AT THE **HEART ATTACK GRILL**. TASTE WORTH DYING FOR. HEART MONITOR BEEPING, FLATLINING NARRATOR: FROM A KILLER MEAL THAT'LL GET YOUR PULSE RACING, TO A BEAST OF A BURGER BENDER, WAY TOO MUCH BEEF, FROM A 7-POUND BURRITO, TO SUPER-FAT SAMMIES, PLUS A MONSTER SUNDAE AND THE ULTIMATE IN DEEP-FRIED DINING, OH, MY GOD, IT'S SO GOOD, IN THE LAST HOUR, WE'VE SHOWN YOU THE MOST EXTREME PIG-OUTS FROM COAST TO COAST.



3. SEP 30 2010 7:00PM CT

TRAVEL CHANNEL - 7:00PM
TRAVEL-CABLE NATIONAL

Nielsen Audience: 308,672

[07:00:55 PM**]** THIS MASSIVE PIZZA WON'T EVEN FIT IN YOUR HOUSE, LET ALONE YOUR STOMACH. AND IF ALL THAT FOOD DOESN'T MAKE YOU FAINT, THE WAITRESSES AT THIS PIG-OUT PALACE WILL. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: AMERICA IS ONE OF THE FATTEST COUNTRIES IN THE WORLD, AND IT'S NOT

CONFIDENTIAL

HAG-001898

FROM EATING BROCCOLI. SO GO BIG GUT-BUSTING BIG OR GO HOME.



4. SEP 30 2010 7:30PM CT

TRAVEL CHANNEL - 7:30PM
TRAVEL-CABLE NATIONAL

Nielsen Audience: 344,655

[**07:53:49 PM**] IT'S GETTING BAD. I MAY NEED MOUTH-TO-MOUTH. NARRATOR: OUR NEXT STOP CHANDLER, ARIZONA'S **HEART ATTACK GRILL**, THE COUNTRY'S MOST PERILOUS PIG-OUT. MY HEART FEELS LIKE IT'S RACING. HEART ATTACK'S ON THE WAY. LIKE ITS NAME IMPLIES, THE **HEART ATTACK GRILL** IS THE HEIGHT OF UNHEALTHY HEDONISM. ITS MENU IS A KILLER CATALOG OF ONLY THE GREASIEST, FATTIEST FOODS. AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE.

[**07:54:25 PM**] AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE. CUSTOMERS ARE REFERRED TO AS PATIENTS, ORDERS ARE PRESCRIPTIONS, AND THE WAITRESSES ARE NURSES NAUGHTY NURSES. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: THESE SEXY MEDICS DIAGNOSE YOU BY TAKING YOUR TEMPERATURE AND THEN TREAT YOU. LET ME GO AHEAD AND CHECK YOUR VITAL SIGNS.

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[**07:56:20 PM**] NARRATOR: AND EVEN WORSE, THERE'S THE TRIPLE BYPASS BURGER. MAN OVERBOARD. NARRATOR: AND FINALLY, A BURGER SO EXTREME, IT SHOULD BE CALLED THE EXECUTIONER BUT ISN'T THE **QUADRUPLE BYPASS BURGER**, A FULL 2 POUNDS OF GREASY GROUND BEEF, LARD-SOAKED AND COVERED WITH ALL THE FATTY FIXINGS. HEART BEATING HERE YOU GO. **QUADRUPLE BYPASS**.

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[**07:58:09 PM**] WE HAVE A FRENCH FRY BAR. IT'S ALL-YOU-CAN-EAT, AND THEY'RE THE BEST FRIES IN THE WORLD. NARRATOR: EVERY WEEK, THE **HEART ATTACK GRILL** GOES THROUGH 350 POUNDS OF FRIES AND 450 POUNDS OF LARD. THAT'S ENOUGH LARD TO FILL A STANDARD-SIZE BATHTUB. ACTUALLY, I'M SORRY, MA'AM.

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Report Generated: 2010/10/02 05:03:29.125 (CT)

Total Nielsen Audience: 1,146,449

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Retrieving Television + Radio News

Heart Attack Grill Television & Internet Monitoring Reports

Date Range: 2010/08/06 To 2010/09/04



1. AUG 31 2010 4:49PM AZ **Heart Attack Grill's Quadruple Bypass Burger Challenge**
CHOW BELLA PHOENIX, AZ

 **View** Feasts of Fury **Heart Attack Grill's Quadruple Bypass Burger** Challenge The average person's stomach can hold about a liter of food, or close to two pounds' worth. But who wants to be average? All over town, restaurants are offering up contests of confection, defying brave eaters to ingest more food than they should eat in a week the milkshakes have the world's highest butterfat content; they even have no-filter cigarettes on the menu. At **Heart Attack Grill**, corpulence is king any customer who weighs in above 350 pounds on the restaurant's on-site scale eats for free. The headliner of unhealthiness, however, is the **Quadruple Bypass Burger**. Loaded with four half-pound beef patties and eight slices of good-old processed American cheese, this tribute to chunkiness is two pounds and reportedly boasts 8,000 calories. If you finish in one sitting, one of **Heart Attack Grill's** sexy nurses will roll your lard-ass out to your car via wheelchair, allowing you to put off burning away those precious calories as long as possible. As I sat to order, a nurse rolled out a victorious quad eater on the wheelchair. Our server tells me the customer actually finished two quads, though she doesn't really have to
In anticipation of my victory, I purposely parked as far away from the restaurant as possible I wanted to get the most out of my wheelchair ride. Unfortunately, like all women, **Heart Attack Grill's** nurses have boundaries. My server took me to the edge of the sidewalk and dumped me out. Still, the momentary break from walking was nice.



2. AUG 31 2010 4:30AM CT **12 News This Morning** **Nielsen Audience: 11,199**
WISN-ABC MILWAUKEE, WI

[**05:46:28 AM**] WISCONSIN'S DEEP-FRIED CHEESE CURDS WERE CHOSEN TO REPRESENT THE STATE. THE FRIED CHEESE CAME IN WITH 38 GRAMS OF FAT. OTHER NOTABLES WERE ARIZONA'S **QUADRUPLE BYPASS BURGER** AT MORE THAN EIGHT THOUSAND CALORIES. AND A 10 POUND BURGER IN WEST VIRGINIA. IT HAS 800 GRAMS OF FAT, THAT'S AN ENTIRE DAY'S WORTH OF FAT FOR MORE THAN 12 WOMEN, WITHOUT COUNTING THE CHEESE.



3. SEP 3 2010 5:00PM CT **TRAVEL CHANNEL - 5:00PM** **Nielsen Audience: 267,482**
TRAVEL-CABLE NATIONAL

[**05:00:56 PM**] THIS MASSIVE PIZZA WON'T EVEN FIT IN YOUR HOUSE, LET ALONE YOUR STOMACH. AND IF ALL THAT FOOD DOESN'T MAKE YOU FAINT, THE WAITRESSES AT THIS PIG-OUT PALACE WILL. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: AMERICA IS ONE OF THE FATTEST COUNTRIES IN THE WORLD, AND IT'S NOT FROM EATING BROCCOLI. SO GO BIG GUT-BUSTING BIG OR GO HOME.



4. SEP 3 2010 5:30PM CT **TRAVEL CHANNEL - 5:30PM** **Nielsen Audience: 269,334**
TRAVEL-CABLE NATIONAL

[**05:53:49 PM**] IT'S GETTING BAD. I MAY NEED MOUTH-TO-MOUTH. NARRATOR: OUR NEXT STOP CHANDLER, ARIZONA'S **HEART ATTACK GRILL**, THE COUNTRY'S MOST PERILOUS PIG-OUT. MY HEART FEELS LIKE IT'S RACING. HEART ATTACK'S ON THE WAY. LIKE ITS NAME IMPLIES, THE **HEART ATTACK GRILL** IS THE HEIGHT OF UNHEALTHY HEDONISM. ITS MENU IS A KILLER CATALOG OF ONLY THE GREASIEST, FATTIEST FOODS. AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE.

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Report Generated: 2010/09/04 05:03:27.070 (CT)
Total Nielsen Audience: 548,015

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<h1 style="margin: 0;">Phoenix. Tucson. United States.</h1> <p style="font-size: small; margin: 0;">Retrieving Television + Radio News Call 1-602-314-6866 Visit www.mediawatchaz.com</p>	 <p style="font-weight: bold; margin: 0;">mediawatchaz</p> <p style="font-size: x-small; margin: 0;">Retrieving Television + Radio News</p>
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Heart Attack Grill Television & Internet Monitoring Reports

Date Range: 2010/08/06 To 2010/08/25



1. AUG 25 2010 8:00AM ET Hampton Roads Live

Nielsen Audience: 2,614

WVBT-FOX NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA

[**08:33:19 AM**] TELL US ABOUT THAT. DO YOU THINK THE OWNERS OF THE RESTAURANT ARE EXPLOITING THE OVERWEIGHT PEOPLE THEY ARE RESTAURANT ARE EXPLOITING THE OVERWEIGHT PEOPLE THEY ARE LURING IN? WHAT DO YOU WANT PEOPLE TO TAKE AWAY FROM HEARING ABOUT **HEART ATTACK GRILL**? TO LEARN MORE YOU CAN GIVE DR. GAGLIONE A CALL AT 644-6819 OR CHECK OUT HER WEBSITE AT TIDEWATER-BARIATRICS-DOT-COM. IT'S BACK TO SCHOOL WEEK AND WE'RE HAPPY TO HAVE EDUCATORS AND LAWYERS IN OUR STUDIO AUDIENCE, THEY'RE WORKING TOGETHER TO BRING THE LOVE OF READING INTO THE CLASSROOM.

Report Generated: 2010/08/28 05:03:32.781 (CT)

Total Nielsen Audience: 2,614

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Heart Attack Grill Television & Internet Monitoring Reports

Date Range: 2010/07/23 To 2010/08/06



1. AUG 2 2010 12:42AM CT **Real X-Games: A challenge to visit the extreme side of tailgating**
EXAMINER.COM KANSAS CITY KANSAS CITY, MO

 **View** There might be an International Hot Dog Eating Contest, but no single food item results in more extreme throw-downs than the humble hamburger. Denny's Beer Barrel Pub in Clearfield, Pennsylvania offers a "Beer Barrel Belly Buster" with 10 pounds of meat. The **Heart Attack Grill** in Chandler, Arizona features a "**Quadruple Bypass Burger**" that is served with "Flatliner Fries", a pack of unfiltered cigarettes and a Jolt Cola. Papa Bob's Barbecue in Bonner Springs, Kansas touts the Ultimate Destroyer Challenge The Ultimate Destroyer consists of a variety of hickory-smoked meats totaling almost 6.



2. AUG 6 2010 4:00PM CT **TRAVEL CHANNEL - 4PM** **Nielsen Audience: 307,102**
TRAVEL-CABLE NATIONAL

[**04:00:55 PM**] THIS MASSIVE PIZZA WON'T EVEN FIT IN YOUR HOUSE, LET ALONE YOUR STOMACH. AND IF ALL THAT FOOD DOESN'T MAKE YOU FAINT, THE WAITRESSES AT THIS PIG-OUT PALACE WILL. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: AMERICA IS ONE OF THE FATTEST COUNTRIES IN THE WORLD, AND IT'S NOT FROM EATING BROCCOLI. SO GO BIG GUT-BUSTING BIG OR GO HOME.



3. AUG 6 2010 4:30PM CT **TRAVEL CHANNEL - 4:30PM** **Nielsen Audience: 361,934**
TRAVEL-CABLE NATIONAL

[**04:53:48 PM**] IT'S GETTING BAD. I MAY NEED MOUTH-TO-MOUTH. NARRATOR: OUR NEXT STOP CHANDLER, ARIZONA'S **HEART ATTACK GRILL**, THE COUNTRY'S MOST PERILOUS PIG-OUT. MY HEART FEELS LIKE IT'S RACING. HEART ATTACK'S ON THE WAY. LIKE ITS NAME IMPLIES, THE **HEART ATTACK GRILL** IS THE HEIGHT OF UNHEALTHY HEDONISM. ITS MENU IS A KILLER CATALOG OF ONLY THE GREASIEST, FATTIEST FOODS. AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE.

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FROM COAST TO COAST.

Report Generated: 2010/08/07 05:03:33.645 (CT)
Total Nielsen Audience: 669,036

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Retrieving Television + Radio News

Heart Attack Grill Television & Internet Monitoring Reports

Date Range: 2010/07/23 To 2010/07/29



1. JUL 24 2010 6:00PM CT TRAVEL CHANNEL - 6:00PM
TRAVEL-CABLE NATIONAL

Nielsen Audience: 236,141

[06:00:55 PM**]** THIS MASSIVE PIZZA WON'T EVEN FIT IN YOUR HOUSE, LET ALONE YOUR STOMACH. AND IF ALL THAT FOOD DOESN'T MAKE YOU FAINT, THE WAITRESSES AT THIS PIG-OUT PALACE WILL. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: AMERICA IS ONE OF THE FATTEST COUNTRIES IN THE WORLD, AND IT'S NOT FROM EATING BROCCOLI. SO GO BIG GUT-BUSTING BIG OR GO HOME.



2. JUL 24 2010 6:30PM CT TRAVEL CHANNEL - 6:30PM
TRAVEL-CABLE NATIONAL

Nielsen Audience: 282,861

[06:53:49 PM**]** IT'S GETTING BAD. I MAY NEED MOUTH-TO-MOUTH. NARRATOR: OUR NEXT STOP CHANDLER, ARIZONA'S **HEART ATTACK GRILL**, THE COUNTRY'S MOST PERILOUS PIG-OUT. MY HEART FEELS LIKE IT'S RACING. HEART ATTACK'S ON THE WAY. LIKE ITS NAME IMPLIES, THE **HEART ATTACK GRILL** IS THE HEIGHT OF UNHEALTHY HEDONISM. ITS MENU IS A KILLER CATALOG OF ONLY THE GREASIEST, FATTIEST FOODS. AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE.

[06:54:25 PM**]** AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE. CUSTOMERS ARE REFERRED TO AS PATIENTS, ORDERS ARE PRESCRIPTIONS, AND THE WAITRESSES ARE NURSES NAUGHTY NURSES. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: THESE SEXY MEDICS DIAGNOSE YOU BY TAKING YOUR TEMPERATURE AND THEN TREAT YOU. LET ME GO AHEAD AND CHECK YOUR VITAL SIGNS.

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[06:56:05 PM**]** NURSE GAIL, LET'S LARD UP THESE BUNS, OKAY? GO HEAVY ON THE LARD FOR THIS PROCEDURE. NEXT, IT'S THE 1-POUND **DOUBLE BYPASS BURGER**. IT'S ALL THEY SAY IT IS. HIGHLY RECOMMENDED.

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[06:59:17 PM**]** THE IMPORTANT THING TO REMEMBER IS THAT WE'RE HELPING, NOT HURTING. EVERYBODY LEAVES HERE MAYBE WITH A LITTLE SORE TUMMY, BUT THEIR LUNGS ARE TIRED FROM LAUGHING. NARRATOR: LAUGHS SO TREAT EVERY MEAL LIKE IT'S YOUR LAST, 'CAUSE AT THE **HEART ATTACK GRILL**, IT REALLY COULD BE. DR. JON: THAT'S OUR PROMISE AT THE **HEART ATTACK GRILL**. TASTE WORTH DYING FOR. HEART MONITOR BEEPING, FLATLINING NARRATOR: FROM A KILLER MEAL THAT'LL GET YOUR PULSE RACING, TO A BEAST OF A BURGER BENDER, WAY TOO MUCH BEEF, FROM A 7-POUND BURRITO, TO SUPER-FAT SAMMIES, PLUS A MONSTER SUNDAE AND THE ULTIMATE IN DEEP-FRIED DINING, OH, MY GOD, IT'S SO GOOD, IN THE LAST HOUR, WE'VE SHOWN YOU THE MOST EXTREME PIG-OUTS FROM COAST TO COAST.



3. JUL 30 2010 2:40AM CT The 50 fattiest foods in America, state by state
EXAMINER.COM KANSAS CITY KANSAS CITY, MO

 **View** com knocked Washington for its Crab Louis salad a concoction of greens, tomato, hard-boiled egg, celery, and crabmeat

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HAG-001905

doused in a mayonnaise-based dressing of chili sauce, green pepper, sweet pickles and onion. Many of the other 49 states clock in with some eye-popping, artery-clogging extreme eats. Who knew there was an Arizona eatery named the **Heart Attack Grill**? Customers weighing over 350 pounds eat there for free. The BLT in Michigan boasts 20 slices of bacon and a whopping 192 grams of fat.

Report Generated: 2010/07/31 05:03:26.043 (CT)
Total Nielsen Audience: 519,002

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Phoenix. Tucson. United States.

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Retrieving Television + Radio News

Heart Attack Grill Television & Internet Monitoring Reports

Date Range: 2010/07/23 To 2010/07/29



1. JUL 24 2010 6:00PM CT TRAVEL CHANNEL - 6:00PM
TRAVEL-CABLE NATIONAL

Nielsen Audience: 236,141

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TRAVEL-CABLE NATIONAL

Nielsen Audience: 282,861

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EXAMINER.COM KANSAS CITY KANSAS CITY, MO

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HAG-001907

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Retrieving Television + Radio News

Heart Attack Grill Television & Internet Monitoring Reports

Date Range: 2010/07/23 To 2010/07/29



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TRAVEL-CABLE NATIONAL

Nielsen Audience: 236,141

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TRAVEL-CABLE NATIONAL

Nielsen Audience: 282,861

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EXAMINER.COM KANSAS CITY KANSAS CITY, MO

 [View](#) com knocked Washington for its Crab Louis salad a concoction of greens, tomato, hard-boiled egg, celery, and crabmeat

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HAG-001909

doused in a mayonnaise-based dressing of chili sauce, green pepper, sweet pickles and onion. Many of the other 49 states clock in with some eye-popping, artery-clogging extreme eats. Who knew there was an Arizona eatery named the **Heart Attack Grill**? Customers weighing over 350 pounds eat there for free. The BLT in Michigan boasts 20 slices of bacon and a whopping 192 grams of fat.

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Heart Attack Grill Television & Internet Monitoring Reports

Date Range: 2010/07/10 To 2010/07/24



1. JUL 23 2010 7:00PM ET

BBC America
BBCA-ENT NATIONAL

Nielsen Audience: 118,800

[**07:55:23 PM**] IF YOU'RE A FAN OF HEALTHY EATING, YOU PROBABLY WON'T BE COMING HERE. THE CLUE IS KIND OF IN THE NAME. AT THE **HEART ATTACK GRILL**, CUSTOMERS ARE KNOWN AS PATIENTS AND GET CHANGED INTO GOWNS SO IF THEY DROP FOOD DOWN THEIR TOPS, DOESN'T MATTER. HE LIKES EATING VERY MUCH. YOU KNOW, WHY NOT?

Report Generated: 2010/07/24 05:03:24.187 (CT)
Total Nielsen Audience: 118,800

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Retrieving Television + Radio News

Heart Attack Grill Television & Internet Monitoring Reports

Date Range: 2010/07/08 To 2010/07/14



1. JUL 10 2010 7:00AM AZ

12 News Weekend Today
KPNX-NBC PHOENIX, AZ

Nielsen Audience: 62,404

[**07:16:16 AM**] ARIZONA. COM CAME UP WITH THIS. THE **QUADRUPLE BYPASS BURGER** IN CHANDLER. THAT'S ABOUT 8000 COLRIES. AND IF YOU WANT TO TRY IT FOR FREE, YOU ACTUALLY CAN IF YOU WEIGH MORE THAN 350 POUNDS.



2. JUL 13 2010 7:00PM CT

TRAVEL CHANNEL - 7:00PM
TRAVEL-CABLE NATIONAL

Nielsen Audience: 303,474

[**07:00:55 PM**] THIS MASSIVE PIZZA WON'T EVEN FIT IN YOUR HOUSE, LET ALONE YOUR STOMACH. AND IF ALL THAT FOOD DOESN'T MAKE YOU FAINT, THE WAITRESSES AT THIS PIG-OUT PALACE WILL. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: AMERICA IS ONE OF THE FATTEST COUNTRIES IN THE WORLD, AND IT'S NOT FROM EATING BROCCOLI. SO GO BIG, GUT-BUSTING BIG, OR GO HOME.



3. JUL 13 2010 7:30PM CT

TRAVEL CHANNEL - 7:30PM
TRAVEL-CABLE NATIONAL

Nielsen Audience: 311,065

[**07:51:00 PM**] THIS IS A SHRINE TO JUNK FOOD, AND WE'RE NOT GONNA PULL ANY PUNCHES. NARRATOR: BUT ITS SEXY STAFF WILL MAKE YOU FEEL BETTER. ALL: ANOTHER HAPPY PATIENT AT THE **HEART ATTACK GRILL**. NARRATOR: WHEN "EXTREME PIGOUTS" CONTINUES.

[**07:53:49 PM**] IT'S GETTING BAD. I MAY NEED MOUTH-TO-MOUTH. NARRATOR: OUR NEXT STOP CHANDLER, ARIZONA'S **HEART ATTACK GRILL**, THE COUNTRY'S MOST PERILOUS PIG-OUT. MY HEART FEELS LIKE IT'S RACING. HEART ATTACK'S ON THE WAY. LIKE ITS NAME IMPLIES, THE **HEART ATTACK GRILL** IS THE HEIGHT OF UNHEALTHY HEDONISM. ITS MENU IS A KILLER CATALOG OF ONLY THE GREASIEST, FATTIEST FOODS. AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE.

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[**07:59:17 PM**] THE IMPORTANT THING TO REMEMBER IS THAT WE'RE HELPING, NOT HURTING. EVERYBODY LEAVES HERE MAYBE WITH A LITTLE SORE TUMMY, BUT THEIR LUNGS ARE TIRED FROM LAUGHING. NARRATOR: LAUGHS SO TREAT EVERY MEAL LIKE IT'S YOUR LAST, 'CAUSE AT THE **HEART ATTACK GRILL**, IT REALLY COULD BE. DR. JON: THAT'S OUR PROMISE AT THE **HEART ATTACK GRILL**. TASTE WORTH DYING FOR. HEART MONITOR BEEPING, FLATLINING NARRATOR: FROM A KILLER MEAL THAT'LL GET YOUR PULSE RACING, TO A BEAST OF A BURGER BENDER, WAY TOO

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HAG-001912

MUCH BEEF, FROM A 7-POUND BURRITO, TO SUPER-FAT SAMMIES, PLUS A MONSTER SUNDAE AND THE ULTIMATE IN DEEP-FRIED DINING, OH, MY GOD, IT'S SO GOOD, IN THE LAST HOUR, WE'VE SHOWN YOU THE MOST EXTREME PIG-OUTS FROM COAST TO COAST.

Report Generated: 2010/07/17 05:04:38.863 (CT)

Total Nielsen Audience: 676,943

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Heart Attack Grill Television & Internet Monitoring Reports

Date Range: 2010/06/11 To 2010/07/08



1. JUL 8 2010 12:00PM AZ

12 News at Noon
KPNX-NBC PHOENIX, AZ

Nielsen Audience: 28,974

[**12:15:55 PM**] HERE IS THE OTHER ONE. HEALTH. COM CAME UP WITH THIS: THE **QUADRUPLE BYPASS BURGER** AT THE **HEART ATTACK GRILL** IN CHANDLER, FOUR BEEF PAT ACTIVITIES, EIGHT SLICES OF CHEESE, AND ALL OF THE FIXINGS. THAT'S ABOUT 8,000 CALL RESIDENT; AND IF YOU WANT TO TRY THAT FOR FREE, YOU CAN IF YOU WEIGH MORE THAN 350 POUNDS.

Report Generated: 2010/07/10 05:03:36.472 (CT)

Total Nielsen Audience: 28,974

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Retrieving Television + Radio News

Heart Attack Grill Television & Internet Monitoring Reports

Date Range: 2010/06/11 To 2010/07/02

- 

1. JUN 29 2010 10:00PM AZ ABC 15 News at 10
KNXV-ABC PHOENIX, AZ

Nielsen Audience: 81,770

[10:21:21 PM**]** ARIZONA FAVORED PRETTY WELL IN THE NATIONAL RANKINGS BUT RANK SIXTH FOR THE NUMBER OF OVERWEIGHT HISPANICS. THE FATTIEST FOODS IN THE COUNTRY HAVE BEEN NAMED AND ON THAT LIST A MEAL SERVED HERE IN THE VALLEY. ORDER THAT **QUADRUPLE BYPASS BURGER** AT THE **HEART ATTACK GRILL** AND GOBBLE UP 8,000 CALORIES AND 60 GRAMS OF FAT.
- 

2. JUN 29 2010 10:00PM AZ 5 News at Ten
KPHO-CBS PHOENIX, AZ

Nielsen Audience: 94,229

[10:17:29 PM**]** YOU'VE PROBABLY HEARD OF THE **HEART ATTACK GRILL** IN PHOENIX NOW, ACCORDING TO THE EDITORS OF HEALTH. COM, IT IS ONE OF THE WORST MEALS FOR YOUR BODY AVAILABLE IN ARIZONA. COMPLETE WITH THE BEEF, EIGHT SLICES OF CHEESE, TOMATO, ONION, SAUCE AND THE BUN.
- 


3. JUN 29 2010 9:00AM AZ Good Morning Arizona
KTVK-IND PHOENIX, AZ

Nielsen Audience: 44,756

[09:54:56 AM**]** RECOMMENDED DAILY THE IS WELL ABOVE BURGER, THAT ONE FAT, GRAMS OF AND SIXTY CALORIES, MEANTIME, A DUBIOUS DISTINCTION FOR ANOTHER VALLEY HAMBURGER. HEALTH MAGAZINE, HAS ADDED THE **HEART ATTACK GRILL'S QUADRUPLE BYPASS BURGER**, ON IT'S LIST OF 50 FATTIEST FOODS ACROSS THE NATION. THE BURGER, WHICH INCLUDES FOUR BEEF PATTIES, EIGHT SLICES OF CHEESE, TOMATOS, ONIONS, AND SAUCE, TIPS THE SCALES, WITH EIGHT THOUSAND CALORIES, AND SIXTY GRAMS OF FAT, THAT ONE BURGER, IS WELL ABOVE THE DAILY RECOMMENDED LIMIT. 3 3 3 3 3 MESSAGE.
- 

4. JUN 29 2010 4:00PM PT 8 NEWS NOW
KLAS-CBS LAS VEGAS, NV

Nielsen Audience: 41,925

[04:03:55 PM**]** A USA TODAY ARTICLE OUTLINED SOME OF THE WORST PLACES TO EAT ACROSS THE COUNTRY. LOOKING AT A FEW NEAR BY STATES COLORADO HAS A PLACE CALLED THE "JACK N GRILL" WHICH MAKES A 7-POUND BREAKFAST BURRITO. ARIZONA HAS THE "**HEART ATTACK GRILL**" WHICH OFFERS WHAT'S NAMED A "**QUADRUPLE BYPASS BURGER**". AND, YES, NEVADA IS ON THE LIST FOR GUESS WHAT? CASINO BUFFETS.
- 

5. JUN 29 2010 6:00PM MT KOB@6PM
KOB-NBC ALBUQUERQUE-SANTA FE, NM

Nielsen Audience: 51,519

[06:15:56 PM**]** A: UMMM OH MAN WELL THERE'S THE RELLENO DOG AT THE FAIR WHERE IT'S LIKE A CORN D WITH A RELLENO OVER THE TOP OF IT. I LIKE FRITO PIE I DON'T THINK IT'S BAD AT ALL EXCEPT WHEN IT GETS ALL SOGGY BUT NEW MEXICO ALSO HAS EVERYTHING WITH GREEN CHILE WHICH MAKES EVERYTHING BETTER. THE FRITO PIIS IN IMPRSIVE COMPANY IN THE FATTIEST FIFTY LIST ALONG WITH THE ARIZONA **QUADRUPLE BYPASS BURGER** THE INDIANA FRIED BRAIN SANDWICH AND THE UNRGETTABLE NEW YORK GARBAGE PLATE! FEELING GUILTY ABOUT THE FRITO PIE AND THE 46 GRAMS OF FAT? LET'S PUT IT INTO PERSPECTIVE YOU CAN GET JUST ABOUT THE SAME AMOUNT OF FAT BY DEVOURING SIOR SEVEN BIHITOS AND WHO AMONGST US CAN SAY THEY HAVEN'T DONE THAT?
- 

6. JUN 29 2010 10:00PM MT KOB@10PM
KOB-NBC ALBUQUERQUE-SANTA FE, NM

Nielsen Audience: 103,093

[10:17:33 PM**]** Q: WHAT'S WORSE? A: UMMM OH MAN WELL THERE'S THE RELLENO DOG AT THE FAIR WHERE IT'S LIKE A CORN DOG WITH A RELLENO OVER THE TOP OF IT. NOTABLE FOODS ON THE LIST FROM OTHER STATES, THE ARIZONA **QUADRUPLE BYPASS BURGER**. THE INDIANA FRIED BRAIN SANDWICH. AND LAST BUT NOT LEAST, THE NEW YORK GARBAGE PLATE.
- 

7. JUN 29 2010 10:00PM ET YNNR at 10PM
YNN-TIMEWARNER ROCHESTER, NY

Nielsen Audience: N/A

CONFIDENTIAL

HAG-001915



[**10:37:56 PM**] YOU'RE GONNA PASS. YEAH. "THE **QUADRUPLE BYPASS BURGER** OF ARIZONA. OH MY LORD I COULD BARELY EAT ONE OF THOSE, I MEAN ONE OF THE PATTIES, LET ALONE FOUR OF 'EM. "CHOLESTEROL.



8. JUN 30 2010 5:00AM PT

Eyewitness News 5 AM
KABC-ABC LOS ANGELES, CA

Nielsen Audience: 83,072

[**05:56:01 AM**] IN AND OUT IS NOT ALONE. EDITORS OF THE WEBSITE SAY THEY FOUND FATTY FOOD JOINTS IN EVERY STATE. IN ARIZONA, THERE'S A **QUADRUPLE BYPASS BURGER** THAT IS ESTIMATE TO HAVE MORE THAN 60 GRAMS OF FAT, IN OHIO, THE BOB EVANS SAUSAGE BISCUIT BOWL HAS 61 GRAMS OF FAT. LESLIE: IF YOU'RE LOOKING AT BURNING OFF CALORIES, TECHNOLOGY COULD DO THE TRICK. HIGH-TECH GADGETS COULD HELP YOU STAY FIT.



9. JUN 30 2010 6:00AM AZ

Daybreak
KNXV-ABC PHOENIX, AZ

Nielsen Audience: 35,020

[**06:55:08 AM**] THE FATTIEST FOODS IN THE COUNTRY HAVE JUST BEEN NAMED AND ON THAT LISS A MEAL SERVED RIGHT HERE IN THE VALLEY. TAKE A LOOK AT YOUR SCREEN RIGHT NOW. IT'S THE **QUADRUPLE BYPASS BURGER**, IF YOU HAVEN'T HEARD OF THIS, IT'S AT THE **HEART ATTACK GRILL**. IT'S PACKED WITH, GET THIS, 8000 CALORIES. AND I THINK IT WOULD TAKE ME SEVERAL DAYS TO EAT THAT.



10. JUN 30 2010 4:30AM AZ

5 Morning News
KPHO-CBS PHOENIX, AZ

Nielsen Audience: 6,585

[**04:56:50 AM**] I HAVE THE POSTERS, CUT-OUTS. RACHAEL: WHEN THREE SGETTING YOU ANSWERS TELLING IT LIKE IT IS. ADLIB TALKERS WITH MARYAOF THE **HEART ATTACK GRILL*** IN PHOENIX AND ITS, "**QUADRUPLE BYPASS BURGER**". THE EDITORS OF 'HEALTH DOT COM' ARE CALLING IT ONE OF THE WORST MEALS IN ARIZONA FOR YOUR BODY. THE BURGER COMES WITH BEEF EIGHT SLICES OF CHEESE TOMATO ONION, SAUCE AND BUN. IF YOU GET THE **QUADRUPLE BYPASS BURGER** AND FRIES YOU'RE ES. ONE POUND OF PURE BODY FAT ONLY HAS 35-HUNDRED! HEALTH DOT COM SAYS IT BASED ITS RANKINGS ON, QUOTE: THE GROSS-NESS FACTOR AND SHOCKING COMBINATIONS.



11. JUN 30 2010 9:00AM CT

FOX 9 Morning Buzz
KMSP-FOX MINNEAPOLIS-ST. PAUL, MN

Nielsen Audience: 35,888

[**09:55:51 AM**] THE DIET COKE, PLEASE. CAN I HAVE THAT? YOU COULD SEE THE FULL LIST, INCLUDING BACON-WRAPPED MEATLF AND THE **QUADRUPLE BYPASS BURGER**, JUST LOOK UNDER AS SEEN ON FOX9. YOU KNOW, AT LEAST A QUADRUPLE BURGER IS TELLING. RIGHT.



12. JUN 30 2010 6:00AM PT

NEWS NOW THISMORNING
KLAS-CBS LAS VEGAS, NV

Nielsen Audience: 30,691

[**06:47:37 AM**] A USA TODAY ARTICLE OUTLINED SOME OF THE WORST PLACES TO EAT ACROSS THE COUNTRY. LOOKING AT A FEW NEAR BY STATES COLORADO HAS A PLACE CALLED THE "JACK N GRILL" WHICH MAKES A 7-POUND BREAKFAST BURRITO. ARIZONA HAS THE "**HEART ATTACK GRILL**" WHICH OFFERS WHAT'S NAMED A "**QUADRUPLE BYPASS BURGER**". AND, YES, NEVADA IS ON THE LIST FOR GUESS WHAT? CASINO BUFFETS.



13. JUN 30 2010 9:00PM MT

NEWS@NINE
KASA-FOX ALBUQUERQUE-SANTA FE, NM

Nielsen Audience: 63,592

[**09:26:19 PM**] FRITO PIE COMBINES FRITOS CORN CHIPS, BEANS, CHILI, AND CHEESE. IT DEPENDS ON THE TOPPINGS, BUT THE VERSION HERE HAS A WHOPPING 46 GRAMS OF FAT AND 14 GRAMS OF SATURATED FAT. ALSO ON THE LIST THE **QUADRUPLE BYPASS BURGER** FROM ARIZONA, THIS BIG BOY BOASTS 8-THOUSAND CALORIES! AND FROM COLORADO 7-POUND BREAKFAST BURRITO, IT'S MADE WITH 7 POTATOES 12 EGGS A POUND OF HAM A WHOLE ONION CHEESE AND CHILI. JUST THE POUND OF HAM AND 12 EGGS ALONE HAVE NEARLY 100 GRAMS OF FAT, THREE TIMES THE DAILY LIMIT FOR FAT.



14. JUN 30 2010 6:00AM ET

NEWS 8 THIS MORNING
WMTW-ABC PORTLAND-AUBURN, ME

Nielsen Audience: 8,626

[**06:08:37 AM**] NEXT, HEAR ABOUT SOME OF THE USUAL PLANTS YOU'LL FIND AT THE GARDEN. HEALTH DOT COM HAS PUT TOGETHER A LIST OF THE 50 FATTIEST FOODS FROM ALL 50 STATES. SOME OF THE BIGGEST OFFENDERS ARIZONA'S "**QUADRUPLE BYPASS BURGER**" SOLD AT THE "**HEART ATTACK GRILL**" WEIGHS IN AT EIGHT-THOUSAND CALORIES! AND IN COLORADO, OFFERS A SEVEN POUND BREAKFAST BURRITO, INCLUDING SEVEN POTATOES, 12 EGGS, AND A POUND OF HAM. YOU CAN FIND THE FULL LIST IN THE AS SEEN ON SECTION OF OUR WEBSITE, WMTW DOT COM.



15. JUN 30 2010 6:00AM ET

YNNR at 6AM
YNN-TIMEWARNER ROCHESTER, NY

Nielsen Audience: N/A

[**06:31:02 AM**] THE NATIONAL HURRICANE CENTER SAID THE CATEGORY ONE STORM IS EXPECTED TO HIT LANDFALL SOMETIME TONIGHT NEAR THE MEXICO- TEXAS BORDER FAR AWAY FROM THE OIL SPILL IN THE GULF OF MEXICO. HEALTH WEB SITE "HEALTH DOT COM" INCLUDED ROCHESTER'S GARBAGE PLATE ON ITS LIST OF THE 50 FATTIEST AMERICAN FOODS. THE SITE ESTIMATED PLATES CARRY UP TO 203 GRAMS OF FAT OTHER DISHES THAT MADE THE LIST INCLUDE A BACON WARPPED MEATLOAF, A **QUADRUPLE BYPASS BURGER** AND A 7 POUND BREAKFAST BURRITO. AND IT WAS A NIGHT TO CELEBRATE 2 MAJOR MILESTONES HERE AT YNN. A PARTY AT THE GEORGE EASTMAN HOUSE MARKED 20 YEARS SINCE ROCHESTER'S FIRST TEN O'CLOCK REPORT AND THE 15TH ANNIVERSARY OF 24 HOUR NEWS ON ROCHESTER'S TIME WARNER CABLE.

[**06:36:26 AM**] YOU'RE GONNA PASS. YEAH. "THE **QUADRUPLE BYPASS BURGER** OF ARIZONA. OH MY LORD I COULD BARELY EAT ONE OF THOSE, I MEAN ONE OF THE PATTIES, LET ALONE FOUR OF 'EM. "CHOLESTEROL.

Report Generated: 2010/07/03 05:04:39.152 (CT)

Total Nielsen Audience: 680,766

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Retrieving Television + Radio News

Heart Attack Grill Television & Internet Monitoring Reports

Date Range: 2010/05/15 To 2010/06/12



1. JUN 5 2010 8:00PM CT

TRAVEL CHANNEL - 8:00PM
TRAVEL-CABLE NATIONAL

Nielsen Audience: 698,219

[08:00:56 PM**]** THIS MASSIVE PIZZA WON'T EVEN FIT IN YOUR HOUSE, LET ALONE YOUR STOMACH. AND IF ALL THAT FOOD DOESN'T MAKE YOU FAINT, THE WAITRESSES AT THIS PIG-OUT PALACE WILL. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: AMERICA IS ONE OF THE FATTEST COUNTRIES IN THE WORLD, AND IT'S NOT FROM EATING BROCCOLI. SO GO BIG GUT-BUSTING BIG OR GO HOME.



2. JUN 5 2010 8:30PM CT

TRAVEL CHANNEL - 8:30PM
TRAVEL-CABLE NATIONAL

Nielsen Audience: 552,248

[08:53:49 PM**]** IT'S GETTING BAD. I MAY NEED MOUTH-TO-MOUTH. NARRATOR: OUR NEXT STOP CHANDLER, ARIZONA'S **HEART ATTACK GRILL**, THE COUNTRY'S MOST PERILOUS PIG-OUT. MY HEART FEELS LIKE IT'S RACING. HEART ATTACK'S ON THE WAY. LIKE ITS NAME IMPLIES, THE **HEART ATTACK GRILL** IS THE HEIGHT OF UNHEALTHY HEDONISM. ITS MENU IS A KILLER CATALOG OF ONLY THE GREASIEST, FATTIEST FOODS. AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE.

[08:54:24 PM**]** AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE. CUSTOMERS ARE REFERRED TO AS PATIENTS, ORDERS ARE PRESCRIPTIONS, AND THE WAITRESSES ARE NURSES NAUGHTY NURSES. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: THESE SEXY MEDICS DIAGNOSE YOU BY TAKING YOUR TEMPERATURE AND THEN TREAT YOU. LET ME GO AHEAD AND CHECK YOUR VITAL SIGNS.

[08:55:32 PM**]** I HAD SPENT A LIFETIME PRESCRIBING DIETS TO PEOPLE, AND THERE'S NEVER BEEN A DIET THAT PEOPLE COULD STICK TO. AND I THOUGHT TO MYSELF, THERE NEEDS TO BE A BETTER WAY. NARRATOR: AND HE DECIDED THAT BETTER WAY IS THE **HEART ATTACK GRILL**. DR. JON IS SO SERIOUS ABOUT HIS CONCEPT, HE NAMED THE BURGERS AFTER OPEN-HEART SURGICAL PROCEDURES. AND WHY NOT?

[08:56:05 PM**]** NURSE GAIL, LET'S LARD UP THESE BUNS, OKAY? GO HEAVY ON THE LARD FOR THIS PROCEDURE. NEXT, IT'S THE 1-POUND **DOUBLE BYPASS BURGER**. IT'S ALL THEY SAY IT IS. HIGHLY RECOMMENDED.

[08:56:20 PM**]** NARRATOR: AND EVEN WORSE, THERE'S THE TRIPLE BYPASS BURGER. MAN OVERBOARD. NARRATOR: AND FINALLY, A BURGER SO EXTREME, IT SHOULD BE CALLED THE EXECUTIONER BUT ISN'T THE **QUADRUPLE BYPASS BURGER**, A FULL 2 POUNDS OF GREASY GROUND BEEF, LARD-SOAKED AND COVERED WITH ALL THE FATTY FIXINGS. HEART BEATING HERE YOU GO. **QUADRUPLE BYPASS**.

[08:57:12 PM**]** UNTIL IT'S DONE, IT AIN'T DONE. APPLAUSE NARRATOR: AND IF YOU DO GET IT DONE, YOU'D BETTER BELIEVE THERE'S SOME EXTREME HEALTH BENEFITS. ANYBODY WHO FINISHES A TRIPLE OR A **QUADRUPLE BYPASS BURGER** IN OUR **HEART ATTACK GRILL** CLINIC GETS WHEELED OUT BY THEIR OWN PERSONAL NURSE. WOMAN: I WHEEL THEM OUT IN THE WHEELCHAIR ALL THE WAY FROM THEIR SEAT TO THEIR CAR. I HAVE TO MAKE SURE THAT THEY'RE WELL TAKEN CARE OF. ALL: ANOTHER HAPPY PATIENT AT THE **HEART ATTACK GRILL**. NARRATOR: HAPPY PATIENTS ARE WHAT THE **HEART ATTACK GRILL** IS ALL ABOUT. THIS IS A SHRINE TO JUNK FOOD, AND WE'RE NOT GONNA PULL ANY PUNCHES. WE'RE GONNA GIVE YOU WHAT YOU WANT.

[08:58:09 PM**]** WE HAVE A FRENCH FRY BAR. IT'S ALL-YOU-CAN-EAT, AND THEY'RE THE BEST FRIES IN THE WORLD. NARRATOR: EVERY WEEK, THE **HEART ATTACK GRILL** GOES THROUGH 350 POUNDS OF FRIES AND 450 POUNDS OF LARD. THAT'S ENOUGH LARD TO FILL A STANDARD-SIZE BATHTUB. ACTUALLY, I'M SORRY, MA'AM.

[08:58:33 PM**]** OKAY. YOU'LL NEED IT. LAUGHTER NARRATOR: AND IF YOU THINK THAT'S BAD, WE'VE ACTUALLY SAVED THE WORST FOR LAST, BECAUSE AT THE **HEART ATTACK GRILL**, IF YOU WEIGH MORE THAN 350 POUNDS, YOU EAT FREE EVERY DAY. YAY! YAY!

[08:59:17 PM**]** THE IMPORTANT THING TO REMEMBER IS THAT WE'RE HELPING, NOT HURTING. EVERYBODY LEAVES HERE MAYBE WITH A LITTLE SORE TUMMY, BUT THEIR LUNGS ARE TIRED FROM LAUGHING. NARRATOR: LAUGHS SO TREAT EVERY MEAL LIKE IT'S YOUR LAST, 'CAUSE AT THE **HEART ATTACK GRILL**, IT REALLY COULD BE. DR. JON: THAT'S OUR PROMISE AT THE **HEART ATTACK GRILL**. TASTE WORTH DYING FOR. HEART MONITOR BEEPING, FLATLINING NARRATOR: FROM A KILLER MEAL THAT'LL GET YOUR PULSE RACING, TO A BEAST OF A BURGER BENDER, WAY TOO MUCH BEEF, FROM A 7-POUND BURRITO, TO SUPER-FAT SAMMIES, PLUS A MONSTER SUNDAE AND THE ULTIMATE IN DEEP-FRIED DINING, OH, MY GOD, IT'S SO GOOD, IN THE LAST HOUR, WE'VE SHOWN YOU THE MOST EXTREME PIG-OUTS FROM COAST TO COAST.



3. JUN 9 2010 6:22PM AZ

Closed for Business: Library Bar & Grill
CHOW BELLA PHOENIX, AZ



View The unconfirmed rumor I heard is that it had to do with a litany of repairs that needed to be done to the space. Sadly, the

CONFIDENTIAL

HAG-001918

Valley no longer has a place where customers can eat "Freudian Fries" while ogling waitresses in naughty schoolgirl outfits- but if you're into nurse uniforms, mini-kilts, or short-shorts, I'm sure **Heart Attack Grill** Tilted Kilt Remember personal info? Comments you may use HTML tags for style) Comments may not show up immediately after submission. Please wait a minute after posting a comment for it to appear.



4. JUN 11 2010 6:00PM PT

FOX5 News at 6pm

Nielsen Audience: 41,674

KSWB-FOX SAN DIEGO, CA

[**06:49:41 PM**] I HEARD KATHLEEN LIKES FUNNEL CAKES, SO I'LL SEE WHAT I CAN DO. IS THERE DEFIB FIBRILLATOR STANDING BY? THAT'S FROM THE **HEART ATTACK GRILL**. ISN'T THAT'S WHAT IT'S CALLED? HEART ATTACK CAFE.

Report Generated: 2010/06/12 05:03:23.753 (CT)

Total Nielsen Audience: 1,292,141

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Retrieving Television + Radio News

Heart Attack Grill Television & Internet Monitoring Reports

Date Range: 2010/05/15 To 2010/06/02



1. JUN 2 2010 8:30AM CT

TRAVEL CHANNEL - 8:30AM
TRAVEL-CABLE NATIONAL

Nielsen Audience: 11,272

[08:50:59 AM**]** THIS IS A SHRINE TO JUNK FOOD, AND WE'RE NOT GONNA PULL ANY PUNCHES. NARRATOR: BUT ITS SEXY STAFF WILL MAKE YOU FEEL BETTER. ALL: ANOTHER HAPPY PATIENT AT THE **HEART ATTACK GRILL**. NARRATOR: WHEN "EXTREME PIGOUTS" CONTINUES.

[08:53:48 AM**]** IT'S GETTING BAD. I MAY NEED MOUTH-TO-MOUTH. NARRATOR: OUR NEXT STOP CHANDLER, ARIZONA'S **HEART ATTACK GRILL**, THE COUNTRY'S MOST PERILOUS PIG-OUT. MY HEART FEELS LIKE IT'S RACING. HEART ATTACK'S ON THE WAY. LIKE ITS NAME IMPLIES, THE **HEART ATTACK GRILL** IS THE HEIGHT OF UNHEALTHY HEDONISM. ITS MENU IS A KILLER CATALOG OF ONLY THE GREASIEST, FATTIEST FOODS. AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE.

[08:54:23 AM**]** AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE. CUSTOMERS ARE REFERRED TO AS PATIENTS, ORDERS ARE PRESCRIPTIONS, AND THE WAITRESSES ARE NURSES NAUGHTY NURSES. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: THESE SEXY MEDICS DIAGNOSE YOU BY TAKING YOUR TEMPERATURE AND THEN TREAT YOU. LET ME GO AHEAD AND CHECK YOUR VITAL SIGNS.

[08:55:31 AM**]** I HAD SPENT A LIFETIME PRESCRIBING DIETS TO PEOPLE, AND THERE'S NEVER BEEN A DIET THAT PEOPLE COULD STICK TO. AND I THOUGHT TO MYSELF, THERE NEEDS TO BE A BETTER WAY. NARRATOR: AND HE DECIDED THAT BETTER WAY IS THE **HEART ATTACK GRILL**. DR. JON IS SO SERIOUS ABOUT HIS CONCEPT, HE NAMED THE BURGERS AFTER OPEN-HEART SURGICAL PROCEDURES. AND WHY NOT?

[08:56:04 AM**]** NURSE GAIL, LET'S LARD UP THESE BUNS. OKAY? GO HEAVY ON THE LARD FOR THIS PROCEDURE. NEXT, IT'S THE 1-POUND **DOUBLE BYPASS BURGER**. IT'S ALL THEY SAY IT IS. HIGHLY RECOMMENDED.

[08:56:19 AM**]** NARRATOR: AND EVEN WORSE, THERE'S THE TRIPLE BYPASS BURGER. MAN OVERBOARD. NARRATOR: AND FINALLY, A BURGER SO EXTREME, IT SHOULD BE CALLED THE EXECUTIONER BUT ISN'T THE **QUADRUPLE BYPASS BURGER**, A FULL 2 POUNDS OF GREASY GROUND BEEF, LARD-SOAKED AND COVERED WITH ALL THE FATTY FIXINGS. HEART BEATING HERE YOU GO. **QUADRUPLE BYPASS**.

[08:57:11 AM**]** UNTIL IT'S DONE, IT AIN'T DONE. APPLAUSE NARRATOR: AND IF YOU DO GET IT DONE, YOU'D BETTER BELIEVE THERE'S SOME EXTREME HEALTH BENEFITS. ANYBODY WHO FINISHES A TRIPLE OR A **QUADRUPLE BYPASS BURGER** IN OUR **HEART ATTACK GRILL** CLINIC GETS WHEELED OUT BY THEIR OWN PERSONAL NURSE. WOMAN: I WHEEL THEM OUT IN THE WHEELCHAIR ALL THE WAY FROM THEIR SEAT TO THEIR CAR. I HAVE TO MAKE SURE THAT THEY'RE WELL TAKEN CARE OF. ALL: ANOTHER HAPPY PATIENT AT THE **HEART ATTACK GRILL**. NARRATOR: HAPPY PATIENTS ARE WHAT THE **HEART ATTACK GRILL** IS ALL ABOUT. THIS IS A SHRINE TO JUNK FOOD, AND WE'RE NOT GONNA PULL ANY PUNCHES. WE'RE GONNA GIVE YOU WHAT YOU WANT.

[08:58:08 AM**]** WE HAVE A FRENCH FRY BAR. IT'S ALL-YOU-CAN-EAT, AND THEY'RE THE BEST FRIES IN THE WORLD. NARRATOR: EVERY WEEK, THE **HEART ATTACK GRILL** GOES THROUGH 350 POUNDS OF FRIES AND 450 POUNDS OF LARD. THAT'S ENOUGH LARD TO FILL A STANDARD-SIZE BATHTUB. ACTUALLY, I'M SORRY, MA'AM.

[08:58:32 AM**]** OKAY. YOU'LL NEED IT. LAUGHTER NARRATOR: AND IF YOU THINK THAT'S BAD, WE'VE ACTUALLY SAVED THE WORST FOR LAST, BECAUSE AT THE **HEART ATTACK GRILL**, IF YOU WEIGH MORE THAN 350 POUNDS, YOU EAT FREE EVERY DAY. YAY! YAY!

[08:59:16 AM**]** THE IMPORTANT THING TO REMEMBER IS THAT WE'RE HELPING, NOT HURTING. EVERYBODY LEAVES HERE MAYBE WITH A LITTLE SORE TUMMY, BUT THEIR LUNGS ARE TIRED FROM LAUGHING. NARRATOR: LAUGHS SO TREAT EVERY MEAL LIKE IT'S YOUR LAST, 'CAUSE AT THE **HEART ATTACK GRILL**, IT REALLY COULD BE. DR. JON: THAT'S OUR PROMISE AT THE **HEART ATTACK GRILL**. TASTE WORTH DYING FOR. HEART MONITOR BEEPING, FLATLINING NARRATOR: FROM A KILLER MEAL THAT'LL GET YOUR PULSE RACING, TO A BEAST OF A BURGER BENDER, WAY TOO MUCH BEEF, FROM A 7-POUND BURRITO, TO SUPER-FAT SAMMIES, PLUS A MONSTER SUNDAE AND THE ULTIMATE IN DEEP-FRIED DINING, OH, MY GOD, IT'S SO GOOD, IN THE LAST HOUR, WE'VE SHOWN YOU THE MOST EXTREME PIG-OUTS FROM COAST TO COAST.

Report Generated: 2010/06/05 05:03:22.238 (CT)

Total Nielsen Audience: 11,272

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HAG-001920

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Retrieving Television + Radio News

Heart Attack Grill Television & Internet Monitoring Reports

Date Range: 2010/04/13 To 2010/05/11



1. MAY 10 2010 9:00PM 3TV News at 9PM
AZ


Nielsen Audience:
47,884

KTVK-IND PHOENIX, AZ

[**09:21:16 PM**] WELL, THAT AND THE NURSE COSTUMES. AND NOW VALLEY BURGER JOINT "**HEART ATTACK GRILL**" HAS SCORED A BIG VICTORY IN COURT. THEN, A STORY ABOUT OIL, HAIR, AND PANTYHOSE. IN THAT ORDER.




2. MAY 10 2010 7:08PM Heart Attack Grill Reaches Settlement With Florida-Based Restaurant
AZ
With Similar, Cardiac Theme
VALLEY FEVER PHOENIX, AZ

 **View** Here's taste of The **Heart Attack Grill's** menu. Good news to report out of Chandler: The battle of the bulge You may recall that back in February the cardio-crippling beef joint filed a lawsuit in federal court claiming that a restaurant in Florida was guilty of trademark infringement for operating with a similar, anti-health theme. You may recall that back in February the cardio-crippling beef joint filed a lawsuit in federal court claiming that a restaurant in Florida was guilty of trademark infringement for operating with a similar, anti-health theme. Last week, the owners of Florida-based Heart Stoppers Sports Grill the restaurant accused of ripping off the **Heart Attack Grill** agreed to a settlement in the case that requires the restaurant to remove the word "heart" from the name of the restaurant and remove medically themed gimmicks like wheelchairs, waitresses dressed as nurses, and all medical signs from the restaurant. Meals like The Pace Maker burger and The Coronary chicken sandwich will also be forced to ditch the heart-disease-related titles because of the settlement. The **Heart Attack Grill** claimed in the lawsuit that Heart Stoppers was "operating a medically themed hamburger grill and restaurant with high caloric food products which was identical to or substantially identical to **Heart Attack Grill's** medically themed hamburger grill with high caloric food." The **Heart Attack Grill** wasn't seeking any monetary damages, just that "an order stopping all use of medical themes and equipment used in connection with Defendants' establishment, including its tradename, be issued. They seem to have gotten their wish. No money was awarded in the settlement, but Heart Stoppers will no longer be able to operate with the medical theme. With the two restaurants being separated by about 2,000 miles, it may seem absurd for the **Heart Attack Grill** in Chandler to get all pissy over a similar restaurant in Florida. However, the real reason for the lawsuit as far as we can tell as far as we can tell and the ultimate "fuck you" to the folks at Heart Stoppers is this: According to the Web site On Point News.com **Heart Attack Grill** is in the process of opening a restaurant in Orlando, Florida, as part of its expansion plans good news for Florida health nuts, who have probably never experienced the Remember personal info? Comments you may use HTML tags for style) Comments may not show up immediately after submission. Comments you may use HTML tags for style) Comments may not show up immediately after submission. Please wait a minute after posting a comment for it to appear. **Heart Attack Grill** Reaches Settlement With Florida-Based Restaurant With Similar, Cardiac Theme Chandler Man and Son Found Dead Last Night After Going Missing Friday Morning Phoenix Suns Sweep Men in Black Over Weekend. Looks Like They'll Face Fearsome Los Angeles Lakers in Western Conference Finals Pinal County Sheriff's Deputy Shooting Last Friday Has Some Local Cops Scratching Their Heads 32) Agua Fria Special Education Director Accused of Raping and Threatening Special Needs Student 24) Anti-Joe Arpaio Facebook Group Hits 50,000 Members in Less Than Three Months 24) Beer Cap in Shot Glass Derails Tempe Man's 21st Birthday Celebration. Yeah, He Swallowed it iPhone's Gay Social Networking App Leads to Murder of Phoenix Man, Police Claim Synthetic Marijuana: Six Things You Should Know About Smoking JWH-018 Bruce Jacobs Accused of "Verbal Attack" on Widow of Slain Phoenix Officer Nick Erfle



3. MAY 10 2010 8:29PM Criss Angel's Lake Havasu Stunt Goes Off Without a Hitch; Imagine
AZ
That
VALLEY FEVER PHOENIX, AZ


 **View** Criss Angel's Lake Havasu Stunt Goes Off Without a Hitch; Imagine That Grigio Apartments at Tempe Town Lake Go Bankrupt; "First Class" Units Said to Be Valley's Priciest **Heart Attack Grill** Reaches Settlement With Florida-Based Restaurant With Similar, Cardiac Theme Pinal County Sheriff's Deputy Shooting Last Friday Has Some Local Cops Scratching Their Heads 32) Agua Fria Special Education Director Accused of Raping and Threatening Special Needs Student 24) Anti-Joe Arpaio Facebook Group Hits 50,000 Members in Less Than Three Months 24) Beer Cap in Shot Glass Derails Tempe Man's 21st Birthday Celebration. Yeah, He Swallowed it iPhone's Gay Social Networking App Leads to Murder of Phoenix Man, Police Claim Synthetic Marijuana: Six Things You Should Know About Smoking JWH-018 Bruce Jacobs Accused of "Verbal Attack" on Widow of Slain Phoenix Officer Nick Erfle



4. MAY 10 2010 8:29PM Grigio Apartments at Tempe Town Lake Go Bankrupt; "First Class"
AZ
Units Said to Be Valley's Priciest
VALLEY FEVER PHOENIX, AZ


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 **View** Criss Angel's Lake Havasu Stunt Goes Off Without a Hitch; Imagine That Grigio Apartments at Tempe Town Lake Go Bankrupt; "First Class" Units Said to Be Valley's Priciest **Heart Attack Grill** Reaches Settlement With Florida-Based Restaurant With Similar, Cardiac Theme Pinal County Sheriff's Deputy Shooting Last Friday Has Some Local Cops Scratching Their Heads 32) Agua Fria Special Education Director Accused of Raping and Threatening Special Needs Student 24) Anti-Joe Arpaio Facebook Group Hits 50,000 Members in Less Than Three Months 24) Beer Cap in Shot Glass Derails Tempe Man's 21st Birthday Celebration. Yeah, He Swallowed it iPhone's Gay Social Networking App Leads to Murder of Phoenix Man, Police Claim Synthetic Marijuana: Six Things You Should Know About Smoking JWH-018 Bruce Jacobs Accused of "Verbal Attack" on Widow of Slain Phoenix Officer Nick Erfle



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VALLEY FEVER PHOENIX, AZ

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6. MAY 11 2010 5:00AM Good Morning Arizona
KTVK-IND PHOENIX, AZ

Nielsen Audience:
44,125

[**05:48:50 AM**] GR; CHANDLER **HEART ATTACK GRILL** LAWSUIT BIG WIN IN COURT.



7. MAY 11 2010 5:00AM Good Morning Arizona 5AM
KMSB TUCSON-SIERRA VISTA, AZ

Nielsen Audience: 572

[**05:48:42 AM**] IN THE MEANTIME, MANY DEMOCRATS IN CONGRESS WANT TO INCREASE PENALTIES AGAINST COMPANIES RESPONSIBLE FOR SPILLS, WHILE EVEN REPUBLICANS WHO SUPPORT OFFSHORE DRILLING SAY WE MAY NEED TOUGHER REGULATIONS. 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 THE HOME, OF THE DOUBLE BY-PASS BURGER, IS CELEBRATING, SWEET VICTORY THIS MORNING, IN THE EAST VALLEY! CHANDLER'S **HEART ATTACK GRILL** WON A LAWSUIT AGAINST A FLORIDA RESTAURANT CALLED "HEART STOPPERS GRILL."

Report Generated: 2010/05/15 05:03:25.503 (CT)
Total Nielsen Audience: 92,581

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Retrieving Television + Radio News

Heart Attack Grill Television & Internet Monitoring Reports

Date Range: 2010/04/13 To 2010/05/11



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AZ

Nielsen Audience:
47,884

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AZ
That
VALLEY FEVER PHOENIX, AZ


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4. MAY 10 2010 8:29PM Grigio Apartments at Tempe Town Lake Go Bankrupt; "First Class"
AZ
Units Said to Be Valley's Priciest
VALLEY FEVER PHOENIX, AZ


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AZ KTVK-IND PHOENIX, AZ

Nielsen Audience:
44,125

[**05:48:50 AM**] GR; CHANDLER **HEART ATTACK GRILL** LAWSUIT BIG WIN IN COURT.



7. MAY 11 2010 5:00AM Good Morning Arizona 5AM
AZ KMSB TUCSON-SIERRA VISTA, AZ

Nielsen Audience: 572

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Report Generated: 2010/05/15 05:03:25.503 (CT)
Total Nielsen Audience: 92,581

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Heart Attack Grill Television & Internet Monitoring Reports

Date Range: 2010/03/11 To 2010/03/26



1. MAR 26 2010 11:00AM ET

South Florida Today
WTVJ-NBC MIAMI-FT. LAUDERDALE, FL

Nielsen Audience: 16,798

[**11:35:02 AM**] YES. UNBELIEVABLE. HE CALLS IT THE **HEART ATTACK GRILL** AND HE HAS NURSES WORKING. THEY COME IN, THEY CHECK YOUR PULSE. THEY WHEEL YOU OUT IN THE WHEELCHAIR WHEN YOU'RE FINISHED.

Report Generated: 2010/03/27 05:11:14.230 (CT)
Total Nielsen Audience: 16,798

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Heart Attack Grill Television & Internet Monitoring Reports

Date Range: 2010/03/25 To 2010/03/31



1. MAR 26 2010 11:00AM ET

South Florida Today
WTVJ-NBC MIAMI-FT. LAUDERDALE, FL

Nielsen Audience: 16,543

[**11:35:02 AM**] YES. UNBELIEVABLE. HE CALLS IT THE **HEART ATTACK GRILL** AND HE HAS NURSES WORKING. THEY COME IN, THEY CHECK YOUR PULSE. THEY WHEEL YOU OUT IN THE WHEELCHAIR WHEN YOU'RE FINISHED.

Report Generated: 2010/04/19 16:28:18.535 (CT)
Total Nielsen Audience: 16,543

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Retrieving Television + Radio News

Heart Attack Grill Television & Internet Monitoring Reports

Date Range: 2010/04/07 To 2010/04/16




1. APR 7 2010 1:05PM CT **Hidden adventures near the Phoenix International Speedway**
EXAMINER.COM KANSAS CITY KANSAS CITY, MO

 **View** There are rumors that the home is built on top of a gold mine. In 2007 the builder's daughter still lived in the home that is also a museum and if you're lucky will give the tour herself. Hours: Thurs-Sun 11am-4pm Mystery Castle 800 E Mineral Road Phoenix, AZ 602-268-1581 The [Heart Attack Grill](#), Chandler, Arizona It seems to me that I recently saw this on the Travel Channel or the Food Channel. However, it does bear mentioning as a Hidden Adventure in this article. The slogan of the restaurant is Taste worth dying for! Huge burgers with names like "[double bypass burger](#)" and "triple bypass burger" served by scantily clad, naughty nurses is the name of the game in this burger joint. There are only two in America so far. Here in Arizona and one in Orlando, Florida. Here in Arizona and one in Orlando, Florida. If the anticipation of the place is too much, you can follow them on Facebook and Twitter to socialize about your upcoming culinary experience. The [Heart Attack Grill](#) 6185 W. Chandler Blvd heartattackgrill.com Geocaching near the Phoenix International Raceway Jerry's Pit Stop A special memoriam. Photo Credits:




2. APR 8 2010 8:53PM AZ **Glenn Beck, Fox News' Tubbiest Cry-Baby, Just Dying to Go to**
Heart Attack Grill
VALLEY FEVER PHOENIX, AZ

 **View** Please wait a minute after posting a comment for it to appear. Centerpoint Condo Towers Bought by Investors' Company for \$8 Million; Unfinished Project to Be Marketed and Resold Dan Saban, Former Candidate for Sheriff, Dumps Defamation Lawsuit Against Republican Party, Joe Arpaio and SCA Glenn Beck, Fox News' Tubbiest Cry-Baby, Just Dying to Go to [Heart Attack Grill](#) EXCLUSIVE: Mayor Phil Gordon's Girlfriend Had Paying Gig With Big Phoenix Developer Doing Business With City David Hendershott, Joe Arpaio's Chief Deputy, Facing Foreclosure, Docs Show 52) Sheriff Joe Arpaio Loses Lawsuit on Correctional Health Services 48) James Ray Hit With New Lawsuits This Time For Not Providing "Self-Help" 12) Andy Thomas' Go-To-Gal Lisa "The Loser" Aubuchon Heckled by County Workers Today 12) Synthetic Marijuana: Six Things You Should Know About Smoking JWH-018




3. APR 8 2010 10:21PM AZ **Congressman Jeff Flake Favorite of Club for Growth Members**
VALLEY FEVER PHOENIX, AZ

 **View** Please wait a minute after posting a comment for it to appear. Centerpoint Condo Towers Bought by Investors' Company for \$8 Million; Unfinished Project to Be Marketed and Resold Dan Saban, Former Candidate for Sheriff, Dumps Defamation Lawsuit Against Republican Party, Joe Arpaio and SCA Glenn Beck, Fox News' Tubbiest Cry-Baby, Just Dying to Go to [Heart Attack Grill](#) EXCLUSIVE: Mayor Phil Gordon's Girlfriend Had Paying Gig With Big Phoenix Developer Doing Business With City David Hendershott, Joe Arpaio's Chief Deputy, Facing Foreclosure, Docs Show 52) Sheriff Joe Arpaio Loses Lawsuit on Correctional Health Services 48) James Ray Hit With New Lawsuits This Time For Not Providing "Self-Help" 12) Andy Thomas' Go-To-Gal Lisa "The Loser" Aubuchon Heckled by County Workers Today 12) Synthetic Marijuana: Six Things You Should Know About Smoking JWH-018



4. APR 8 2010 11:24PM AZ **Arizona Clean Elections Ruling to Be Reviewed by U.S. Court of**
Appeals on Monday
VALLEY FEVER PHOENIX, AZ

 **View** Please wait a minute after posting a comment for it to appear. Arizona Clean Elections Ruling to Be Reviewed by U.S. Court of Appeals on Monday Centerpoint Condo Towers Bought by Investors' Company for \$8 Million; Unfinished Project to Be Marketed and Resold Dan Saban, Former Candidate for Sheriff, Dumps Defamation Lawsuit Against Republican Party, Joe Arpaio and SCA Glenn Beck, Fox News' Tubbiest Cry-Baby, Just Dying to Go to [Heart Attack Grill](#) David Hendershott, Joe Arpaio's Chief Deputy, Facing Foreclosure, Docs Show 52) Sheriff Joe Arpaio Loses Lawsuit on Correctional Health Services 48) Andy Thomas' Go-To-Gal Lisa "The Loser" Aubuchon Heckled by County Workers Today 12) James Ray Hit With New Lawsuits This Time For Not Providing "Self-Help" 12) Synthetic Marijuana: Six Things You Should Know About Smoking JWH-018



5. APR 10 2010 8:00PM CT **TRAVEL CHANNEL - 8:00PM**
TRAVEL-CABLE NATIONAL

Nielsen Audience:
367,547

[08:00:56 PM**]** THIS MASSIVE PIZZA WON'T EVEN FIT IN YOUR HOUSE, LET ALONE YOUR STOMACH. AND IF ALL THAT FOOD DOESN'T MAKE YOU FAINT, THE WAITRESSES AT THIS PIG-OUT PALACE WILL. ALL: WELCOME TO THE [HEART](#)

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HAG-001927

ATTACK GRILL. WOLF WHISTLE NARRATOR: AMERICA IS ONE OF THE FATTEST COUNTRIES IN THE WORLD, AND IT'S NOT FROM EATING BROCCOLI. SO GO BIG, GUT-BUSTING BIG, OR GO HOME.



6. APR 10 2010 8:30PM CT TRAVEL CHANNEL - 8:30PM

Nielsen Audience:

459,513

TRAVEL-CABLE NATIONAL

[**08:51:00 PM**] THIS IS A SHRINE TO JUNK FOOD, AND WE'RE NOT GONNA PULL ANY PUNCHES. NARRATOR: BUT ITS SEXY STAFF WILL MAKE YOU FEEL BETTER. ALL: ANOTHER HAPPY PATIENT AT THE **HEART ATTACK GRILL**. NARRATOR: WHEN "EXTREME PIGOUTS" CONTINUES.

[**08:53:49 PM**] IT'S GETTING BAD. I MAY NEED MOUTH-TO-MOUTH. NARRATOR: OUR NEXT STOP CHANDLER, ARIZONA'S **HEART ATTACK GRILL**, THE COUNTRY'S MOST PERILOUS PIG-OUT. MY HEART FEELS LIKE IT'S RACING. HEART ATTACK'S ON THE WAY. LIKE ITS NAME IMPLIES, THE **HEART ATTACK GRILL** IS THE HEIGHT OF UNHEALTHY HEDONISM. ITS MENU IS A KILLER CATALOG OF ONLY THE GREASIEST, FATTIEST FOODS. AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE.

[**08:54:25 PM**] AND 'CAUSE EATING HERE CAN SEND YOU TO THE E. THE ENTIRE RESTAURANT IS SET UP TO FEEL LIKE ONE. CUSTOMERS ARE REFERRED TO AS PATIENTS, ORDERS ARE PRESCRIPTIONS, AND THE WAITRESSES ARE NURSES NAUGHTY NURSES. ALL: WELCOME TO THE **HEART ATTACK GRILL**. WOLF WHISTLE NARRATOR: THESE SEXY MEDICS DIAGNOSE YOU BY TAKING YOUR TEMPERATURE AND THEN TREAT YOU. LET ME GO AHEAD AND CHECK YOUR VITAL SIGNS.

[**08:55:32 PM**] I HAD SPENT A LIFETIME PRESCRIBING DIETS TO PEOPLE, AND THERE'S NEVER BEEN A DIET THAT PEOPLE COULD STICK TO. AND I THOUGHT TO MYSELF, THERE NEEDS TO BE A BETTER WAY. NARRATOR: AND HE DECIDED THAT BETTER WAY IS THE **HEART ATTACK GRILL**. DR. JON IS SO SERIOUS ABOUT HIS CONCEPT, HE NAMED THE BURGERS AFTER OPEN-HEART SURGICAL PROCEDURES. AND WHY NOT?

[**08:56:05 PM**] NURSE GAIL, LET'S LARD UP THESE BUNS, OKAY? GO HEAVY ON THE LARD FOR THIS PROCEDURE. NEXT, IT'S THE 1-POUND **DOUBLE BYPASS BURGER**. IT'S ALL THEY SAY IT IS. HIGHLY RECOMMENDED.

[**08:56:20 PM**] NARRATOR: AND EVEN WORSE, THERE'S THE TRIPLE BYPASS BURGER. MAN OVERBOARD. NARRATOR: AND FINALLY, A BURGER SO EXTREME, IT SHOULD BE CALLED THE EXECUTIONER BUT ISN'T THE **QUADRUPLE BYPASS BURGER**, A FULL 2 POUNDS OF GREASY GROUND BEEF, LARD-SOAKED AND COVERED WITH ALL THE FATTY FIXINGS. HEART BEATING HERE YOU GO. **QUADRUPLE BYPASS**.

[**08:57:12 PM**] UNTIL IT'S DONE, IT AIN'T DONE. APPLAUSE NARRATOR: AND IF YOU DO GET IT DONE, YOU'D BETTER BELIEVE THERE'S SOME EXTREME HEALTH BENEFITS. ANYBODY WHO FINISHES A TRIPLE OR A **QUADRUPLE BYPASS BURGER** IN OUR **HEART ATTACK GRILL** CLINIC GETS WHEELED OUT BY THEIR OWN PERSONAL NURSE. WOMAN: I WHEEL THEM OUT IN THE WHEELCHAIR ALL THE WAY FROM THEIR SEAT TO THEIR CAR. I HAVE TO MAKE SURE THAT THEY'RE WELL TAKEN CARE OF. ALL: ANOTHER HAPPY PATIENT AT THE **HEART ATTACK GRILL**. NARRATOR: HAPPY PATIENTS ARE WHAT THE **HEART ATTACK GRILL** IS ALL ABOUT. THIS IS A SHRINE TO JUNK FOOD, AND WE'RE NOT GONNA PULL ANY PUNCHES. WE'RE GONNA GIVE YOU WHAT YOU WANT.

[**08:58:09 PM**] WE HAVE A FRENCH FRY BAR. IT'S ALL-YOU-CAN-EAT, AND THEY'RE THE BEST FRIES IN THE WORLD. NARRATOR: EVERY WEEK, THE **HEART ATTACK GRILL** GOES THROUGH 350 POUNDS OF FRIES AND 450 POUNDS OF LARD. THAT'S ENOUGH LARD TO FILL A STANDARD-SIZE BATHTUB. ACTUALLY, I'M SORRY, MA'AM.

[**08:58:33 PM**] OKAY. YOU'LL NEED IT. LAUGHTER NARRATOR: AND IF YOU THINK THAT'S BAD, WE'VE ACTUALLY SAVED THE WORST FOR LAST, BECAUSE AT THE **HEART ATTACK GRILL**, IF YOU WEIGH MORE THAN 350 POUNDS, YOU EAT FREE EVERY DAY. YAY! YAY!

[**08:59:17 PM**] THE IMPORTANT THING TO REMEMBER IS THAT WE'RE HELPING, NOT HURTING. EVERYBODY LEAVES HERE MAYBE WITH A LITTLE SORE TUMMY, BUT THEIR LUNGS ARE TIRED FROM LAUGHING. NARRATOR: LAUGHS SO TREAT EVERY MEAL LIKE IT'S YOUR LAST, 'CAUSE AT THE **HEART ATTACK GRILL**, IT REALLY COULD BE. DR. JON: THAT'S OUR PROMISE AT THE **HEART ATTACK GRILL**. TASTE WORTH DYING FOR. HEART MONITOR BEEPING, FLATLINING NARRATOR: FROM A KILLER MEAL THAT'LL GET YOUR PULSE RACING, TO A BEAST OF A BURGER BENDER, WAY TOO MUCH BEEF, FROM A 7-POUND BURRITO, TO SUPER-FAT SAMMIES, PLUS A MONSTER SUNDAE AND THE ULTIMATE IN DEEP-FRIED DINING, OH, MY GOD, IT'S SO GOOD, IN THE LAST HOUR, WE'VE SHOWN YOU THE MOST EXTREME PIG-OUTS FROM COAST TO COAST.



7. APR 16 2010 4:30PM CT TRAVEL CHANNEL - 4:30PM

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[**04:39:10 PM**] ALL CLEAN. NO, YOU AREN'T DREAMING. WELCOME TO THE **HEART ATTACK GRILL** IN CHANDLER, ARIZONA. THIS PLACE ROLLS IN AT NUMBER 27 'CAUSE IT'S ALL ABOUT INDULGING YOUR MOST DELICIOUS GUILTY PLEASURES. WORRIED ABOUT OVERDOING IT?

[**04:39:38 PM**] I WILL BE BACK. BEST DAMN BURGER I EVER ATE. NARRATOR: ALL THE CREATIONS AT THE **HEART ATTACK GRILL** AREN'T JUST MONSTROUS. THEY'RE MEGA TASTY, TOO FROM THE SINGLE BYPASS BURGER TO THE UNLIMITED FRIES. BUT THE BURGER THAT LANDED THEM ON OUR LIST?

[**04:40:28 PM**] I HAVE TO MAKE SURE THAT THEY'RE WELL TAKEN CARE OF. TOGETHER: ANOTHER HAPPY PATIENT AT THE **HEART ATTACK GRILL**. NARRATOR: IN AT NUMBER 26, AN OMELETTE THAT'S DEFINITELY ALL IT'S CRACKED UP TO BE. BREAKFAST IS THE MOST IMPORTANT MEAL OF THE DAY, SO WHY TRUST IT TO A MEASLY SLICE OF TOAST?

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