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Retrieving Television + Radio News

Heart Attack Grill Television & Internet Monitoring Reports

Date Range: 2010/04/13 To 2010/05/07



1. MAY 6 2010 2:00PM CT

TRAVEL CHANNEL - 2PM
TRAVEL-CABLE NATIONAL

Nielsen Audience: 276,530

[02:00:55 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. MAY 6 2010 2:30PM CT

TRAVEL CHANNEL - 2:30PM
TRAVEL-CABLE NATIONAL

Nielsen Audience: 282,262

[02:51:00 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. INTERESTING GROOMING.

[02:53:49 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.

[02:54:25 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.

[02:55:32 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?

[02:56:05 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.

[02:56:20 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**.

[02:57:12 PM**]** 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.

[02:58:09 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.

[02:58:33 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!

[02:59:17 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. MAY 6 2010 5:00PM AZ

First News at Five
KNXV-ABC PHOENIX, AZ

Nielsen Audience: 73,526

CONFIDENTIAL

HAG-001848

[05:26:40 PM**]** DEFENDING ITS A LEGAL VICTORY FOR THE OWNER OF CHANDLER'S **HEART ATTACK GRILL**, A FEDERAL JUDGE SAYING A FLORIDA JUDGE ILLEGALLY COPIED THE HOSPITAL'S THEME. THE FLORIDA RESTAURANT ADMITS HE TALKED WITH THE VALLEY OWNER BEFORE OPENING THE BUSINESS. THE RULING ALLOWS THE FLORIDA RESTAURANT TO STAY IN BUSINESS BUT WITH A DIFFERENT THEME.

Report Generated: 2010/05/08 05:04:11.093 (CT)
Total Nielsen Audience: 632,318

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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


CONFIDENTIAL

HAG-001850

 **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



5. MAY 10 2010 9:16PM Arizona Couple, Believed to be Trying to Sell Unborn Baby in Utah, Sought by Police
VALLEY FEVER PHOENIX, AZ

 **View** Arizona Couple, Believed to be Trying to Sell Unborn Baby in Utah, Sought by Police 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 Chandler Man and Son Found Dead Last Night After Going Missing Friday Morning Pinal County Sheriff's Deputy Shooting Last Friday Has Some Local Cops Scratching Their Heads 32) Anti-Joe Arpaio Facebook Group Hits 50,000 Members in Less Than Three Months 24) Agua Fria Special Education Director Accused of Raping and Threatening Special Needs Student 24) Governor Jan Brewer's Office Receives Envelope Filled With White Powder; Capitol NOT Evacuated, Despite Media Reports 16) 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



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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Heart Attack Grill Television & Internet Monitoring Reports

Date Range: 2010/05/10 To 2010/05/15



1. MAY 15 2010 5:30PM CT

TRAVEL CHANNEL - 5:30PM
TRAVEL-CABLE NATIONAL

Nielsen Audience: 294,899

[**05:39:11 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?

[**05:39:39 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?

[**05:40:29 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?

Report Generated: 2010/05/22 05:03:17.457 (CT)

Total Nielsen Audience: 294,899

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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

Nielsen Audience: 11,272

TRAVEL-CABLE NATIONAL

[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!

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

Total Nielsen Audience: 11,272

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HAG-001853

Phoenix. Tucson. United States.

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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.

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[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

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HAG-001854

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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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

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HAG-001856



[**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

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HAG-001857

[**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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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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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.

[**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.

[**07:57:12 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.

[**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

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HAG-001860

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: 2010/07/10 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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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.

[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**.

[06:57:13 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.


[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. 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. 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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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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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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