

EVIDENCE EXHIBITS

Paper Trail · Some exhibits below are fabricated for this exercise. At least one is real.

EXHIBIT A

SOCIAL POST

@abzoneofficial · posted 9:03 PM · shared 4,700 times

"As seen on TV and now there's a published exercise science study to back it up — the AbZone belt builds muscle AND burns fat while you sit on the couch. Zero effort required. Get yours before the sale ends!"

EXHIBIT B

PRODUCT WEBPAGE

abzoneofficial.example/the-science

ABZONE Shop The Science As Seen On TV

Build Muscle. Burn Fat. Zero Effort.

✓ VALIDATED BY EXERCISE SCIENCE RESEARCH

[fitnessresearchnetwork.example/ems-belt-study](#)

"The belt with actual science behind it" — Home Fitness Today

EXHIBIT C

BLOG ARTICLE

homefitnesstoday.example · posted 10 days before the viral post

Headline: "Do Ab Belts Actually Work? A Published Study Weighs In." Excerpt: "AbZone points to a published study on electrical muscle stimulation devices, describing it as validation of the belt's muscle-building and fat-burning claims." A link under "the study" leads to Exhibit D.

EXHIBIT D

PRESS RELEASE

abzoneofficial.example/press · issued 6 weeks before the blog article

FOR IMMEDIATE RELEASE — AbZone cites a published exercise science study on electrical muscle stimulation (EMS) devices. "The research backs up exactly what our customers already know," said the company's spokesperson. The release does not state what the study actually found about body composition, strength, or physical appearance.

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EXHIBIT E

CITATION

Referenced in Exhibits C and D as “a published study on electrical muscle stimulation devices”

Porcari JP, McLean KP, Foster C, Kernozek T, Crenshaw B, Swenson C.

Effects of electrical muscle stimulation on body composition, muscle strength, and physical appearance.

Journal of Strength and Conditioning Research. 2002;16(2):165–172.

DOI: PMID: 11991766

A record with this title, journal, and DOI can be looked up directly. Check whether the study found EMS had a significant effect on any of the measured outcomes — then compare that to how Exhibits C and D describe it.