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**UNITED STATES DISTRICT COURT  
FOR THE DISTRICT OF NEW JERSEY**

**FEDERAL TRADE COMMISSION,**

**Plaintiff,**

**v.**

**DUTCHMAN ENTERPRISES, LLC;  
UNITED COMMUNITY SERVICES  
OF AMERICA, INC., also doing  
business as UCSA DEALERS GROUP,  
LLC; and DENNIS LEE;**

**Defendants.**

**Civil Action No.**

**COMPLAINT FOR INJUNCTIVE AND EQUITABLE RELIEF**

Plaintiff Federal Trade Commission ("FTC") for its Complaint alleges as

follows:

1. The FTC brings this action pursuant to Section 13(b) of the Federal Trade Commission Act (“FTC Act”), 15 U.S.C. § 53(b), to secure injunctive relief and other equitable relief for Defendants’ deceptive and unfair acts or practices in violation of Section 5(a) of the FTC Act, 15 U.S.C. § 45(a).

### **JURISDICTION AND VENUE**

2. This Court has jurisdiction over this matter pursuant to 15 U.S.C. §§ 45(a) and 53(b), and 28 U.S.C. §§ 1331, 1337(a), and 1345.
3. Venue in the United States District Court for the District of New Jersey is proper under 15 U.S.C. § 53(b) and 28 U.S.C. § 1391(b) and (c).

### **THE PARTIES**

4. **Plaintiff FTC** is an independent agency of the United States Government created by statute. 15 U.S.C. §§ 41-58. The FTC is charged, *inter alia*, with enforcing Section 5(a) of the FTC Act, 15 U.S.C. § 45(a), which prohibits unfair or deceptive acts or practices in or affecting commerce. The FTC may initiate federal district court proceedings, in its own name by its designated attorneys, to enjoin violations of any provision of law enforced by the FTC, and to secure such equitable relief as may be appropriate in each case, including restitution for injured consumers. 15 U.S.C. § 53(b).

5. **Defendant Dutchman Enterprises, LLC** (“Dutchman Enterprises”) is a Delaware limited liability company with headquarters located at 3002 Route 23 North, Newfoundland, New Jersey 07435. Dutchman Enterprises transacts or has transacted business in the District of New Jersey and throughout the United States.
6. **Defendant United Community Services of America, Inc., also doing business as UCSA Dealers Group, LLC** (“UCSA”) is a Delaware corporation with headquarters located at 3002 Route 23 North, Newfoundland, New Jersey 07435. UCSA transacts or has transacted business in the District of New Jersey and throughout the United States.
7. **Defendant Dennis Lee** is the Chief Operating Officer and Director of Marketing of Dutchman Enterprises and President of UCSA. At all times relevant to this Complaint, acting alone or in concert with others, he has formulated, directed, controlled, or participated in the acts and practices of Dutchman Enterprises and UCSA, including the acts and practices set forth in this Complaint. Dennis Lee resides in and transacts or has transacted business in the District of New Jersey.

### **COMMERCE**

8. At all times material to this Complaint, Defendants have maintained a

substantial course of trade in or affecting commerce, as “commerce” is defined in Section 4 of the FTC Act, 15 U.S.C. § 44.

### **DEFENDANTS’ BUSINESS ACTIVITIES**

9. Since at least February 2008 and continuing to the present, Defendants have manufactured, advertised, offered for sale, sold, and/or distributed a product called a “Hydro-Assist Fuel Cell” (“HAFC”) that purportedly increases automobile gas mileage. Once installed in a vehicle, the HAFC supposedly uses magnets to ionize gasoline and adds extra hydrogen to the fuel, allegedly producing gas mileage savings as set forth below.
10. To induce consumers to purchase the HAFC, Defendants have disseminated or caused to be disseminated advertisements in publications such as *Newsweek*, *Popular Science*, and *Smithsonian*. Ads for the HAFC include, but are not limited to, the attached Exhibit A (a *Newsweek* advertisement), Exhibit B (a web page, [www.preignitioncc.com/nw/index.htm](http://www.preignitioncc.com/nw/index.htm), copyrighted by “UCSA Dealers Group, LLC”), and Exhibit C (a dealer web page, [www.preignitioncc.com/woj/index.htm](http://www.preignitioncc.com/woj/index.htm), copyrighted by “UCSA Dealers Group, LLC”). Among other things, the advertisements contain the following statements or depictions:
  - A. [N]ow you can...

**TURN ANY VEHICLE INTO A HYBRID  
WITH A \$1,000 FUEL CELL  
MODIFICATION KIT.**

This 2007 Honda Civic got 35 miles per gallon stock. Now it gets **85 miles per gallon** highway with a kit that costs \$1,000 and a four hour installation[.]

This 2006 Mazda got 33 miles per gallon stock. Now it gets **121 miles per gallon** highway with a kit that costs \$1,000 and a four hour installation[.]

.....

Go to: [www.picctv.com/nw](http://www.picctv.com/nw) for obligation-free details.

Exhibit A (emphasis in original).

- B. **The HAFC system will likely double your gas mileage! The kit is ABSOLUTELY GUARANTEED to increase your gas mileage by at least 50% or the cost of the kit will be refunded to you. . . .** We have actually improved mileage by more than 300% in some instances.

Exhibit B at 3; Exhibit C at 3.

- C. **Sample of Documented Results with the Hydro Assist Fuel Cell**

			MPG		
			Before	After	Savings
Toyota Corolla	1996	4 cyl	23	60	160%
Hyundai	2000	4 cyl	33	75	127%
Chevy Monte Carlo	2004	6 cyl	30	50	67%
Chevy Tahoe SUV	2004	8 cyl	15.57	25.3	63%
Honda Civic	1997	stick	31.42	50.6	61%

F-150	1995	8 cyl	12.7	33	159%
Toyota Camry	2002	4 cyl	42	63	50%
Grand Am	2000	6 cyl	33.37	64.33	93%
Marquis	2002	8 cyl	26.78	64.43	141%
Honda CRV	1999	4 cyl	26.73	62	131%
Dodge Neon	2002	2.L	39.2	73.53	88%
Plymouth Breeze	1998	4 cyl	38.46	77.84	102%
Mazda	2006	4 cyl	46	92	120%
Honda Civic	2007	4 cyl	33	85	158%
Jeep Wrangler	2000	4 cyl	17.3	26.58	53%
Suburu Legacy	2000	4 cyl	32	63	97%
Honda Accord Ex	2000	4 cyl	28.4	55.9	97%
GMC Safari Van	1994	6 cyl	19.86	30.4	53%
Mazda MPV	2004	6 cyl	23.4	43.47	85%
GMC 2500 HD P/U	2001	8 cyl	9	15.2	69%
Ford Cargo Van	1995	6 cyl	11.9	43	261%
Silverado P/U	2003	8 cyl	18	33.4	85%
<i>Results achieved in scientific highway tests.</i>					

Exhibit B at 4-5; Exhibit C at 4-5.

- D. The **Hydro Assist Fuel Cell** is a combination of long standing, proven technologies. It works by extracting a hydrogen-oxygen mixture from water by ionizing it with electricity from the battery. This mixture adds extra hydrogen to your fuel, which burns easily and powerfully and enriches your fuel mixture, giving you added mileage and power. . . . The system also uses six powerful magnets that ionize the gasoline to produce smaller molecules and help separate the

compounds into simple elements so they burn more completely. And, a specially formulated “covalizer” breaks down the covalent bonds of the long chain gas molecules and helps “crack” and vaporize your fuel as well as increase the life of your engine. A perfectly balanced mixture of hydrogen and oxygen enriches the fuel so the computer can lean out the gas. Our special computer controls the car’s existing computer and keeps it from rejecting the savings.

Exhibit B at 5-6; Exhibit C at 5.

11. Defendants provide dealers and/or affiliates with promotional materials for the HAFC, such as the promotional material in Exhibit C, excerpts of which are quoted in Subparagraphs 10.B. through 10.D.
12. Defendants’ representations, as set forth in Paragraph 10, defy fundamental laws of science and are false.

### **VIOLATIONS OF THE FTC ACT**

13. Section 5(a) of the FTC Act, 15 U.S.C. § 45(a), prohibits unfair or deceptive acts or practices in or affecting commerce. As set forth below, Defendants have engaged in unlawful practices in violation of Section 5(a) of the FTC Act in connection with the marketing and/or sale of the HAFC.

### **COUNT ONE**

#### **False and Unsubstantiated Efficacy Claims**

14. Through the means described in Paragraph 10, Defendants have represented, expressly or by implication, that the HAFC substantially increases gas mileage, including from 50% to 261%.

15. Defendants' representation set forth in Paragraph 14 is false or was unsubstantiated at the time the representation was made. Therefore, the making of the representation in Paragraph 14 constitutes a deceptive act or practice, in or affecting commerce, in violation of Section 5(a) of the FTC Act, 15 U.S.C. § 45(a).

**COUNT TWO**  
**False Establishment Claims**

16. Through the means described in Paragraph 10, Defendants have represented, expressly or by implication, that scientific tests prove that Defendants' HAFC increases gas mileage between 50% and 261%.

17. Defendants' representation set forth in Paragraph 16 is false. Therefore, the making of the representation in Paragraph 16 constitutes a deceptive act or practice, in or affecting commerce, in violation of Section 5(a) of the FTC Act, 15 U.S.C. § 45(a).

**CONSUMER INJURY**

18. Consumers throughout the United States have suffered, and continue to suffer, substantial monetary loss and other injury as a result of Defendants' unlawful acts or practices. In addition, Defendants have been unjustly enriched as a result of their unlawful practices. Absent injunctive relief by this Court, Defendants are likely to continue to injure consumers, reap unjust

enrichment, and harm the public interest.

**THIS COURT'S POWER TO GRANT RELIEF**

19. Section 13(b) of the FTC Act, 15 U.S.C. § 53(b), empowers this Court to grant injunctive and other ancillary relief, including disgorgement and restitution, to prevent and remedy violations of any provision of law enforced by the FTC.
20. This Court, in the exercise of its equitable jurisdiction, may award other ancillary relief to remedy injury caused by Defendants' law violations.

**PRAYER FOR RELIEF**

WHEREFORE, Plaintiff FTC, pursuant to Section 13(b) of the FTC Act, 15 U.S.C. § 53(b), and the Court's own equitable powers, requests that the Court:

1. Award Plaintiff such preliminary and ancillary relief as may be necessary to avert the likelihood of consumer injury during the pendency of this action and to preserve the possibility of effective final relief, including, but not limited to, temporary and preliminary injunctions, and an order freezing assets;
2. Enter a permanent injunction to prevent future violations of the FTC Act by Defendants;
3. Award such relief as the Court finds necessary to redress injury to

consumers resulting from Defendants' violations of the FTC Act, including, but not limited to, rescission or reformation of contracts, restitution, the refund of monies paid, and the disgorgement of ill-gotten monies; and

4. Award Plaintiff the costs of bringing this action, as well as such other and additional relief as the Court may determine to be just and proper.

Respectfully submitted,

WILLIAM BLUMENTHAL  
General Counsel

Dated: January 12, 2009

s/ Joshua S. Millard  
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MALINI MITHAL  
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Attorneys for Plaintiff

**VERIFICATION AND CERTIFICATION  
PURSUANT TO LOCAL CIVIL RULE 11.2**

I, William Burton, serve as an Investigator at the Federal Trade Commission.

I have read the foregoing Verified Complaint and declare under penalty of perjury, to the best of my knowledge and belief, that: (1) the foregoing factual averments are true and correct; and (2) the matter in controversy is not the subject of any other action pending in any court, or of any pending arbitration or administrative proceeding.

Dated: January 7, 2009

A handwritten signature in cursive script that reads "William Burton". The signature is written in black ink and is positioned above a horizontal line.

William Burton  
Investigator  
Federal Trade Commission

# **EXHIBIT A**

*The Prius Hybrid Gets 60 MPG highway  
if you can afford to buy it.  
But, now you can...*

## **TURN ANY VEHICLE INTO A HYBRID WITH A \$1,000 FUEL CELL MODIFICATION KIT.**

This 2007 Honda Civic got 35 miles per gallon stock.



Now it gets **85 miles per gallon** highway with a kit that cost \$1,000 and a four hour installation

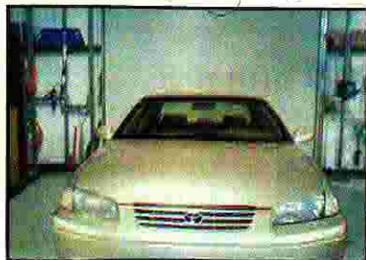
This 2006 Mazda got 33 miles per gallon stock.



Now it gets **121 miles per gallon** highway with a kit that cost \$1,000 and a four hour installation

**TURN YOUR CAR INTO A HYBRID WITH A \$1,000 KIT.  
IT TAKES FOUR HOURS FOR A MECHANIC TO INSTALL IT  
DISCOVER THE ANSWER TO YOUR HIGH GAS BILLS**

1999 Toyota Camry



**23 mpg to 53 mpg**

2001 Hyundai Accent



**33 mpg to 75 mpg**

1996 Honda Accord



**38 mpg to 109 mpg**

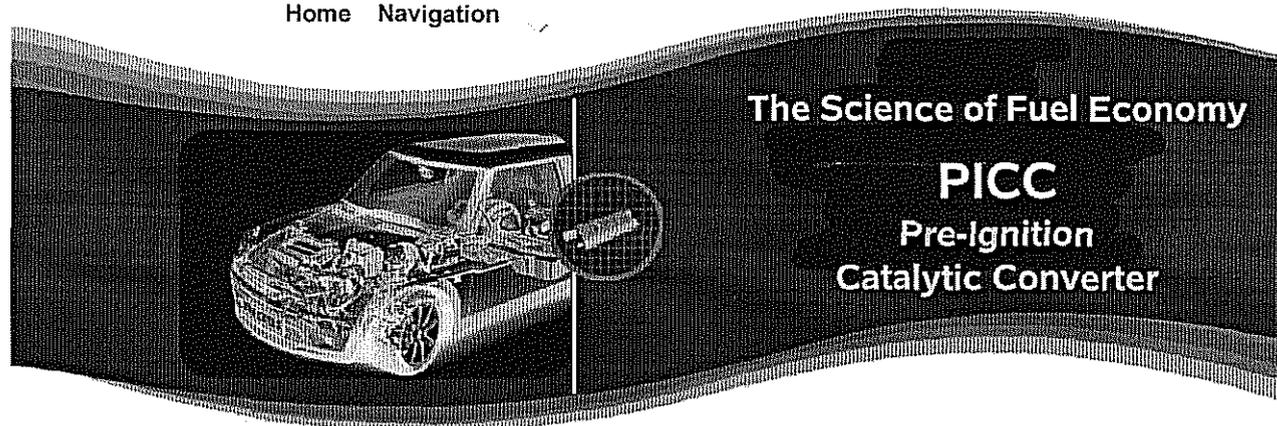
**Go to:**

**[www.picctv.com/nw](http://www.picctv.com/nw)**

**for obligation-free details**

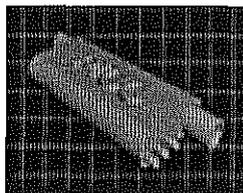
# **EXHIBIT B**

Home Navigation



## WELCOME TO THE PICC REVOLUTION In Fuel Economy Technology

*The PICC, Pre-Ignition Catalytic Converter is a breakthrough new technology that could get your car up to five times the gas mileage! Its genius is its simplicity. Here's how it works:*



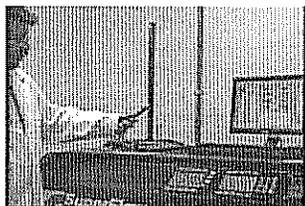
Our scientific testing has led us to believe that *the PICC will increase the mileage of all personal vehicles to over 100 miles per gallon (city or highway).*

Every car has a Catalytic Converter. The Catalytic Converter that is currently installed on your car is intended to help eliminate pollution and is located in your exhaust pipe. It works by breaking down the large gas molecules that were not burned in your engine and turns them into smaller particles that can be burned in your tailpipe before being released into the air, so less exhaust hits the environment. ***What if we could turn the gases you are throwing away via your exhaust into added mileage and power for your vehicle?***

In other words, what if we "cracked" the gas and broke it down into smaller particles *before* it went into the engine — not after the engine had wasted it? Everything you would otherwise be throwing away would now be burned IN YOUR ENGINE, providing additional mileage and power! Well, that is what we did! Using a magnetic and electrical reaction to break down the fuel molecules into their elemental state, the PICC creates a *plasma, which burns super efficiently and cleanly!* **Our "Pre-Ignition" Catalytic Converter feeds the engine instead of the environment.** So the gasoline you pay for goes further and the exhaust is so negligible it hardly registers.



### What Kind of Savings Can Be Achieved?



Can you imagine what being able to burn **all** the gasoline in your engine would mean to fuel savings? Here's what our scientific testing has shown: In one test at our Research Facility, we got 9X the fuel efficiency from a gas guzzling 318 V-8 Chrysler engine. We ran a 318 V-8 Chrysler engine on a brand new state of the art dynamometer (the same testing equipment that Detroit uses) at 3,000 rpms under a 50% load for an hour. This test condition approximated an 8 cylinder van with a 318 engine, traveling up a 30 degree incline for one hour, at 65 miles per hour. Before the PICC modification, the engine used 18 pounds of fuel. At an average weight of 6.15 pounds per

gallon for gasoline, that would equal 2.93 gallons of fuel. Converting that into miles per gallon, it got around 22 mpg.

The researchers then switched the fuel injection process to the PICC Modification and ran the engine under the exact same conditions for another hour. ***Now, the engine used only 2 pounds of fuel instead of 18 — an increase in efficiency of 9x.*** In other words, the vehicle traveling at 65 mph up a 30 degree incline for an hour would have obtained almost 200 mpg! When they shut off the engine, the researchers reported that it coasted on the plasma for another two minutes.

## What Does This Mean To You?

This test with a 318 V-8 gas guzzling engine is just the first big V-8 engine that we ran under scientific conditions at our Research Facility. We believe based on results like these that our plasma could revolutionize fuel economy for ALL vehicles — including SUVs and Pickups — that should easily get better than 100 miles per gallon with the PICC. To be able to modify SUVs of any size to get 100 mpg minimal fuel economy will revolutionize the auto industry!

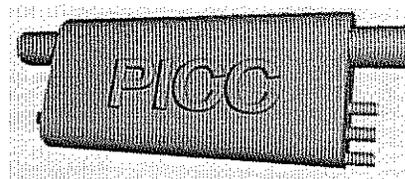
### *It Simply Means:*

- More Money in Your Pocket
- A Drastic Reduction in Greenhouse Gases for the Environment
- Longer Lasting Car Engines
- Cleaner Burning Fuel
- Less Dependence on Foreign Oil

### Watch the PICC Video

Select from these video formats and resolutions to best fit your needs:

- Flash - high speed
- Flash - low speed
- Windows Media - high speed
- Windows Media - low speed



## How To Get Started With Your PICC Conversion Now

The PICC is a customized application which is the second step in a two step process. While the PICC is being developed for your vehicle, the first step to savings can be acquired immediately, so you can begin the process and start increasing your gas mileage right away. Here's how it works:

The Hydro-Assist Fuel Cell (HAFC) is a kit that is ready to install and give you savings while preparing the way for the PICC Revolution. Since the PICC will use the HAFC to pre-condition the fuel and help turn it into plasma, you can start saving with the HAFC and later upgrade to the completed PICC at your option. The HAFC is an established and proven technology that is already on the market. You may be so happy with the savings you get with the HAFC, you may not even want to upgrade. When you get a PICC Upgrade Quote, we will notify you of your expected *increase* in savings, and the decision will be yours. The best part is that you get all the savings from driving with the HAFC while you are waiting for even more of an increase in savings with the PICC.



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**The HAFC system will likely double your gas mileage! The kit is ABSOLUTELY GUARANTEED to increase your gas mileage by at least 50% or the cost of the kit will be refunded to you.** There is a scientific procedure for testing the vehicle before and after the modification that will PROVE the effect the kit has had on your mileage. We have actually improved mileage by more than 300% in some instances. Hundreds of kits have already been distributed across the USA. We invite you to look at the examples further down on this page.

S  
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**The second step of the process is to upgrade the HAFC by adding the Pre-Ignition Catalytic Converter (PICC) when it is ready.** In addition to the mileage increase you receive from the HAFC, we anticipate that the PICC will increase the mileage of all personal vehicles to over 100 miles per gallon (city or highway). *Unbelievable, but, based upon scientific observation, entirely possible!*

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The HAFC will work in unison with the PICC to break the fuel down into smaller molecules and prepare it for the PICC to create a plasma. We are convinced that the combination will ultimately revolutionize the way cars are made and powered from this point on. The HAFC kit is universal and can be installed on any vehicle, but the PICC must be customized for your vehicle.

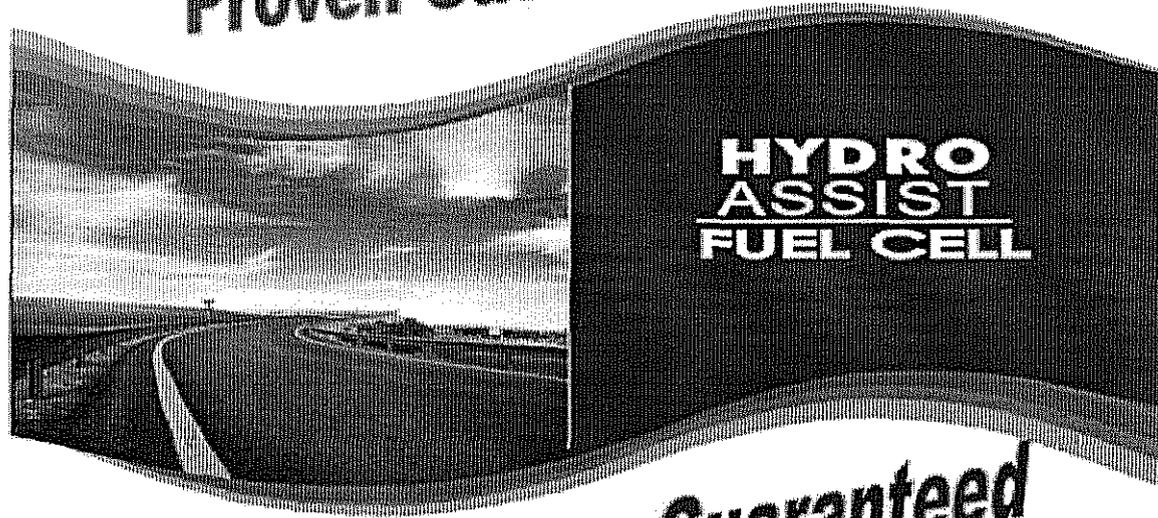
**Let's Get Started:** We would like to start with the HAFC and show you why we call our project America's ***"Declaration of Energy Independence!"***

You can start right away using far less gasoline than you currently consume, and we believe, that when the full system is implemented on your vehicle, you will be evaporating fuel out of your tank faster than you are using it for your travel. We are so confident in the PICC's ability to save you money, that we are working on a plan to finance the PICC upgrade, where your savings each month will far exceed the amount of your monthly payments and give you up to 500,000 miles on your engine!

**Don't Waste Any Time  
START SAVING WITH THE HAFC RIGHT NOW  
And You Too Can Be Driving Your Way To Savings!**

Please review the following information and then submit a quote request below to get started on the first step toward drastically reducing your energy dependence.

# Proven Gas Saving Technology



**Guaranteed**

**At Least 50% Increase in MPG**

## Sample of Documented Results with the Hydro Assist Fuel Cell

			MPG		
			Before	After	Savings
Toyota Corolla	1996	4 cyl	23	60	160%
Hyundai	2000	4 cyl	33	75	127%
Chevy Monte Carlo	2004	6 cyl	30	50	67%
Chevy Tahoe SUV	2004	8 cyl	15.57	25.3	63%

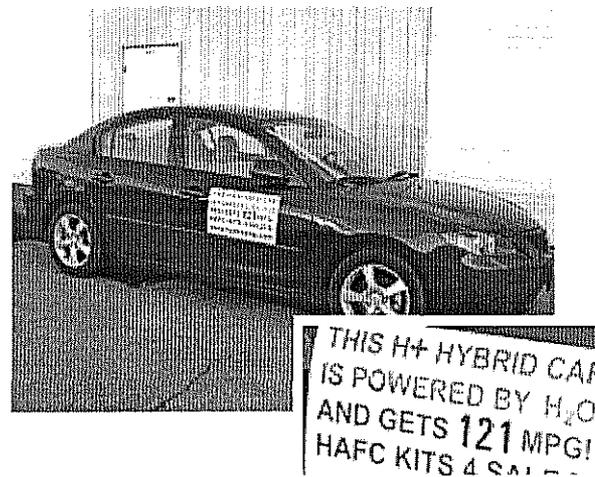
**“This is the best thing since the invention of the automobile!”**

Mechanic from Seattle, WA

Honda Civic	1997	stick	31.42	50.6	61%
F-150	1995	8 cyl	12.7	33	159%
Toyota Camry	2002	4 cyl	42	63	50%
Grand Am	2000	6 cyl	33.37	64.33	93%
Marquis	2002	8 cyl	26.78	64.43	141%
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Subaru Legacy	2000	4 cyl	32	63	97%
Honda Accord EX	2000	4 cyl	28.4	55.9	97%
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<i>Results achieved in scientific highway tests.</i>					

### How does the Hydro Assist Fuel Cell system work?

The Hydro Assist Fuel Cell is a combination of long standing, proven technologies. It works by extracting a hydrogen-oxygen mixture from water by ionizing it with electricity from the battery. This mixture adds extra hydrogen to your fuel, which



“My 2006 Mazda got 121 mpg! I am so excited I want to let everyone know ... This technology is real! Finally an alternative to soaring gas prices” John S., Queensland

**FINALLY ...  
REAL TECHNOLOGY  
THAT REALLY SAVES!**

This 2007 Honda in New Jersey went from 33 mpg to 85 mpg on the highway - a 158% savings.

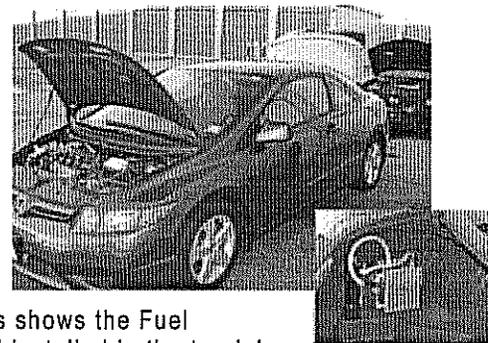
burns easily and powerfully and enriches your fuel mixture, giving you added mileage and power. The oxygen increases the octane value of your fuel. The system also uses six powerful magnets that ionize the gasoline to produce smaller molecules and help separate the compounds into simple elements so they burn more completely. And, a specially formulated "covalizer" breaks down the covalent bonds of the long chain gas molecules and helps "crack" and vaporize your fuel as well as increase the life of your engine. A perfectly balanced mixture of hydrogen and oxygen enriches the fuel so the computer can lean out the gas. Our special computer controls the car's existing computer and keeps it from rejecting the savings.

### What kind of savings can I expect to see?

**We Absolutely Guarantee a Minimum of 50% Increase in Fuel Economy.** We have seen savings of over 300%. We expect that savings will vary from vehicle to vehicle, but you will be allowed to install the system and have it tuned and tested. **If it does not increase your fuel economy by at least 50% you can return the kit for a 100% money back refund.** You should also see increased performance via better horsepower and torque as the unit cleans accumulated carbon deposits from your engine. And a cleaner engine also means a longer lasting engine.

### Will it work on my car?

The HAFC System will work in any conventional motor vehicle that burns gasoline. There are no modifications to the current engine required. You just "plug" the fuel cell into the existing air intake system. The vaporizer connects to the existing fuel line to vaporize and ionize the fuel before mixing with oxygen and hydrogen inside the engine.



This shows the Fuel Cell installed in the trunk because the engine space was small.

### The HAFC Technology ...

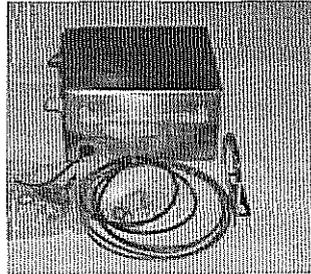
- Vaporizes and ionizes the fuel breaking it down for a cleaner and more complete burn
- Produces Water Gas which adds hydrogen and oxygen to the fuel mixture to increase mileage and reduce carbon emissions

### As A Result You Get ...

- Increased mileage — 50% minimum guaranteed!
- A cleaner engine that lasts longer
- More horsepower & better performance
- Dramatic decrease in exhaust pollution

Optimizer installed  
in Glove Box.

## The HAFC Hydrogen Fuel Cell



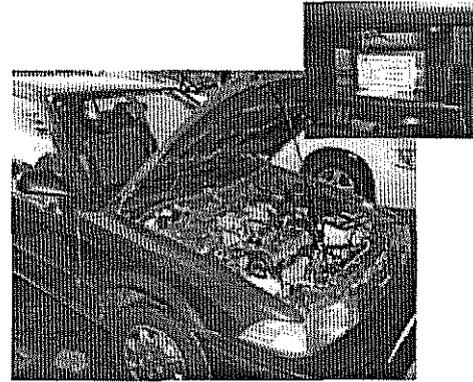
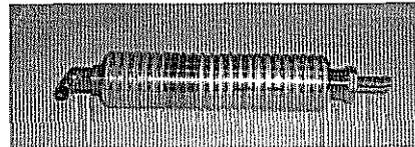
- 6 x 6 x 4-1/2
- draws 15 amps
- produces 50-70 liters of hydrogen/oxygen mixture per hour

Our new double cell makes twice as much gas

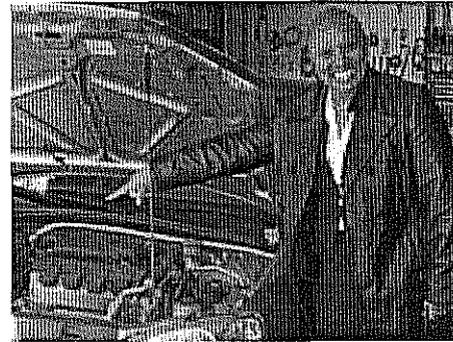
The Fuel Cell is the heart of the system. It separates water into hydrogen and oxygen, and adds the hydrogen to the fuel mixture, making the fuel mixture rich so the computer can "lean" the fuel. The unit is built of durable stainless steel. It can be used even in freezing weather.

## The HAFC Vaporizer

The Vaporizer contains 6 powerful



This 1990 Toyota Corolla doubled its mileage and passed emissions inspection after having failed twice.



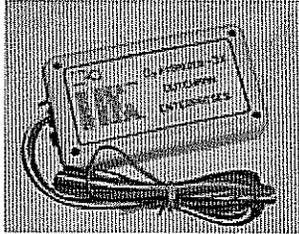
This 2002 Honda Civic (4 cyl) went from 30 mpg highway to 60.5 mpg.

*"I'm tickled pink ... I'm driving around in a car that gets 85 mpg. Couldn't be happier!"*  
Dale P, Seattle, WA.

*"F-150 Pickup went from 11 mpg to 33 mpg — a 179% increase! I was shocked, and very*

magnets to help ionize the fuel and break it down into tiny sized molecules for easier consumption, a cleaner burn, and a more thorough utilization of the fuel. The radiator hose provides heat to pre-heat the gasoline as well.

## The HAFC Optimizer



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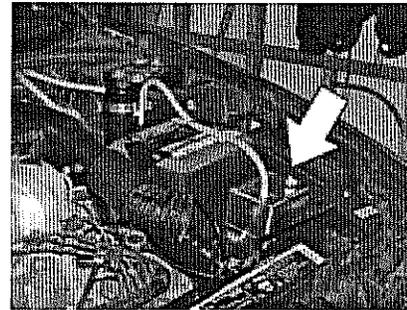
## The Covalizer

The Covalizer is a blend of special chemicals added to the fuel that helps "crack" the fuel into smaller molecules and aid vaporization, so your engine burns the fuel more completely, yielding greater fuel economy.

*pleased!"*  
Mario A, NY.

*"My mechanic installed the HAFC Kit on my 1998 Airstream Motor Home and it went from 6.8 mpg highway to 22 mpg. My friend was with me on the test drive, and we couldn't believe our eyes.*

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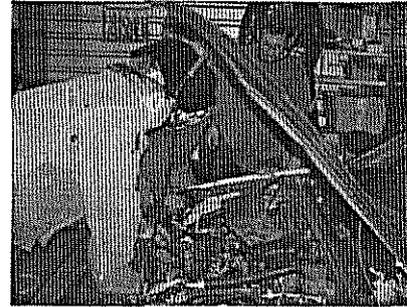
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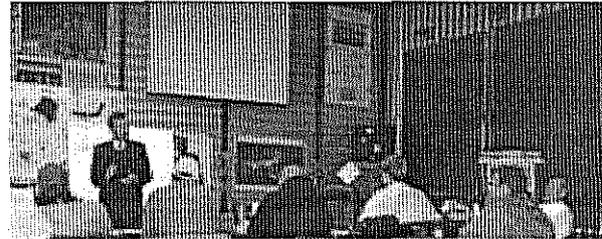


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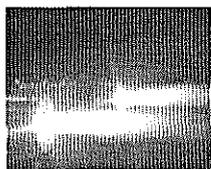
### 1. The first step is to order & install the HAFC

When you apply for a free quote our customer service rep will reply with the price to purchase your HAFC System Kit. You can test this kit on your own car - RISK FREE. Here's the HAFC Guarantee: "Purchaser may return The HAFC System Kit to the dealer who sold it for a full refund within two weeks of having it tuned by an HAFC Certified Mechanic if our scientific mileage test does not prove an increase in the fuel mileage of at least 50%. The vehicle modified must burn gasoline. (See Installation Manual for full details.)"

The HAFC purchaser is also assured of the option to upgrade the HAFC System to a Pre-Ignition Catalytic Converter when it is ready. The best part is that you get to keep all the savings you get from driving with the HAFC while you are waiting for even more of an increase of savings with the PICC upgrade.



### 2. Second step is to upgrade into a customized PICC



The PICC, working in concert with the HAFC, is the next generation in energy savings. Its revolutionary technology works to break down the gas molecules into even smaller, elemental molecules, turning the fuel into plasma. The real revolution is that it does it before the gas enters your engine so that the gasoline burns super efficiently and cleanly and turns what would be exhaust into power on the road. The exhaust is so negligible it

hardly registers, and the savings ... well, you can imagine what being able to burn all the gasoline in your engine would do instead of exhausting 70% of it into the air. In scientific laboratory tests, we have seen results up to 9X the gas mileage. The PICC will use the HAFC to pre-condition the fuel and help the PICC turn it into plasma. The PICC is still under development but is expected to be completed and ready for market within a few months. In the meantime, the HAFC is ready to give you savings and prepare the way for the ultimate PICC Revolution. When the PICC quote is ready for your vehicle's make and model, you will decide whether or not to take the second step. Most likely owners of vehicles with bigger engines will want to upgrade. You may have a smaller (4 cylinder) vehicle that already gets a hundred miles per gallon with the HAFC and feel like it is not worth the extra cost to upgrade to the PICC in order to double that mileage. It will be your option when the PICC quote is ready and you have the facts.

**TO JOIN THE FUEL ECONOMY REVOLUTION,**

**Click Here**

**To Get A Quote**

**AND TAKE THE FIRST STEP TOWARD FREEDOM**

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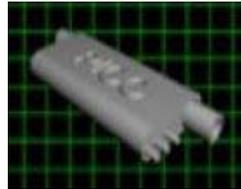
# **EXHIBIT C**

Home Navigation



## WELCOME TO THE PICC REVOLUTION In Fuel Economy Technology

*The PICC, Pre-Ignition Catalytic Converter is a breakthrough new technology that could get your car up to five times the gas mileage!* Its genius is its simplicity. Here's how it works:



Our scientific testing has led us to believe that *the PICC will increase the mileage of all personal vehicles to over 100 miles per gallon (city or highway).*

Every car has a Catalytic Converter. The Catalytic Converter that is currently installed on your car is intended to help eliminate pollution and is located in your exhaust pipe. It works by breaking down the large gas molecules that were not burned in your engine and turns them into smaller particles that can be burned in your tailpipe before being released into the air, so less exhaust hits the environment. ***What if we could turn the gases you are throwing away via your exhaust into added mileage and power for your vehicle?***

In other words, what if we “cracked” the gas and broke it down into smaller particles **before** it went into the engine — not after the engine had wasted it? Everything you would otherwise be throwing away would now be burned IN YOUR ENGINE, providing additional mileage and power! Well, that is what we did! Using a magnetic and electrical reaction to break down the fuel molecules into their elemental state, the PICC creates a *plasma, which burns super efficiently and cleanly!* Our **“Pre-Ignition” Catalytic Converter feeds the engine instead of the environment.** So the gasoline you pay for goes further and the exhaust is so negligible it hardly registers.



## What Kind of Savings Can Be Achieved?



Can you imagine what being able to burn **all** the gasoline in your engine would mean to fuel savings? Here's what our scientific testing has shown: In one test at our Research Facility, we got 9X the fuel efficiency from a gas guzzling 318 V-8 Chrysler engine. We ran a 318 V-8 Chrysler engine on a brand new state of the art dynamometer (the same testing equipment that Detroit uses) at 3,000 rpms under a 50% load for an hour. This test condition approximated an 8 cylinder van with a 318 engine, traveling up a 30 degree incline for one hour, at 65 miles per hour. Before the PICC modification, the engine used 18 pounds of fuel. At an average weight of 6.15 pounds per gallon for gasoline, that would equal 2.93 gallons of fuel. Converting that into miles per gallon, it got around 22 mpg.

The researchers then switched the fuel injection process to the PICC Modification and ran the engine under the exact same conditions for another hour. ***Now, the engine used only 2 pounds of fuel instead of 18 — an increase in efficiency of 9x.*** In other words, the vehicle traveling at 65 mph up a 30 degree incline for an hour would have obtained almost 200 mpg! When they shut off the engine, the researchers reported that it coasted on the plasma for another two minutes.

## What Does This Mean To You?

This test with a 318 V-8 gas guzzling engine is just the first big V-8 engine that we ran under scientific conditions at our Research Facility. We believe based on results like these that our plasma could revolutionize fuel economy for ALL vehicles — including SUVs and Pickups — that should easily get better than 100 miles per gallon with the PICC. To be able to modify SUVs of any size to get 100 mpg minimal fuel economy will revolutionize the auto industry!

***It Simply Means:***

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The HAFC system will likely double your gas mileage! The kit is **ABSOLUTELY GUARANTEED to increase your gas mileage by at least 50% or the cost of the kit will be refunded to you.** There is a scientific procedure for testing the vehicle before and after the modification that will PROVE the effect the kit has had on your mileage. We have actually improved mileage by more than 300% in some instances. Hundreds of kits have already been distributed across the USA. We invite you to look at the examples further down on this page.



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The second step of the process is to upgrade the HAFC by adding the Pre-Ignition Catalytic Converter (PICC) when it is ready. In addition to the mileage increase you receive from the HAFC, **we anticipate that the PICC will increase the mileage of all personal vehicles to over 100 miles per gallon (city or highway). Unbelievable, but, based upon scientific observation, entirely possible!**

The HAFC will work in unison with the PICC to break the fuel down into smaller molecules and prepare it for the PICC to create a plasma. We are convinced that the combination will ultimately revolutionize the way cars are made and powered from this point on. The HAFC kit is universal and can be installed on any vehicle, but the PICC must be customized for your vehicle.

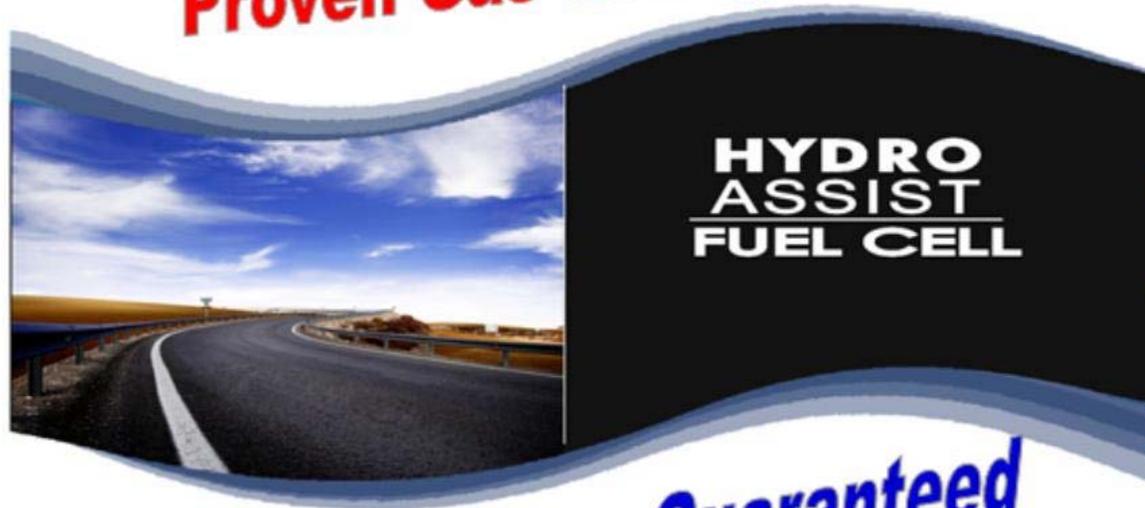
**Let's Get Started:** We would like to start with the HAFC and show you why we call our project America's ***"Declaration of Energy Independence!"***

You can start right away using far less gasoline than you currently consume, and we believe, that when the full system is implemented on your vehicle, you will be evaporating fuel out of your tank faster than you are using it for your travel. We are so confident in the PICC's ability to save you money, that we are working on a plan to finance the PICC upgrade, where your savings each month will far exceed the amount of your monthly payments and give you up to 500,000 miles on your engine!

**Don't Waste Any Time  
START SAVING WITH THE HAFC RIGHT NOW  
And You Too Can Be Driving Your Way To Savings!**

**Please review the following information and then submit a quote request below to get started on the first step toward drastically reducing your energy dependence.**

# Proven Gas Saving Technology



**Guaranteed**

**At Least 50% Increase in MPG**

## Sample of Documented Results with the Hydro Assist Fuel Cell

			MPG		
			Before	After	Savings
Toyota Corolla	1996	4 cyl	23	60	160%
Hyundai	2000	4 cyl	33	75	127%
Chevy Monte Carlo	2004	6 cyl	30	50	67%
Chevy Tahoe SUV	2004	8 cyl	15.57	25.3	63%
Honda Civic	1997	stick	31.42	50.6	61%
F-150	1995	8 cyl	12.7	33	159%
Toyota Camry	2002	4 cyl	42	63	50%
Grand Am	2000	6 cyl	33.37	64.33	93%
Marquis	2002	8 cyl	26.78	64.43	141%
Honda CRV	1999	4 cyl	26.73	62	131%
Dodge Neon	2002	2.L	39.2	73.53	88%
Plymouth Breeze	1998	4 cyl	38.46	77.84	102%

**“This is the best thing since the invention of the automobile!”**

Mechanic from Seattle, WA



**THIS H+ HYBRID CAR IS POWERED BY H<sub>2</sub>O AND GETS 121 MPG! HAFC KITS 4 SALE**

Mazda	2006	4 cyl	46	92	<b>120%</b>
Honda Civic	2007	4 cyl	33	85	<b>158%</b>
Jeep Wrangler	2000	4 cyl	17.3	26.58	<b>53%</b>
Subaru Legacy	2000	4 cyl	32	63	<b>97%</b>
Honda Accord EX	2000	4 cyl	28.4	55.9	<b>97%</b>
GMC Safari Van	1994	6 cyl	19.86	30.4	<b>53%</b>
Mazda MPV	2004	6 cyl	23.4	43.47	<b>85%</b>
GMC 2500 HD P/U	2001	8 cyl	9	15.2	<b>69%</b>
Ford Cargo Van	1995	6 cyl	11.9	43	<b>261%</b>
Silverado P/U	2003	8 cyl	18	33.4	<b>85%</b>

*Results achieved in scientific highway tests.*

### How does the Hydro Assist Fuel Cell system work?

The **Hydro Assist Fuel Cell** is a combination of long standing, proven technologies. It works by extracting a hydrogen-oxygen mixture from water by ionizing it with electricity from the battery. This mixture adds extra hydrogen to your fuel, which burns easily and powerfully and enriches your fuel mixture, giving you added mileage and power. The oxygen increases the octane value of your fuel. The system also uses six powerful magnets that ionize the gasoline to produce smaller molecules and help separate the compounds into simple elements so they burn more completely. And, a specially formulated “covalizer” breaks down the covalent bonds of the long chain gas molecules and helps “crack” and vaporize your fuel as well as increase the life of your engine. A perfectly balanced mixture of hydrogen and oxygen enriches the fuel so the computer can lean out the gas. Our special computer controls the car’s existing computer and keeps it from rejecting the savings.

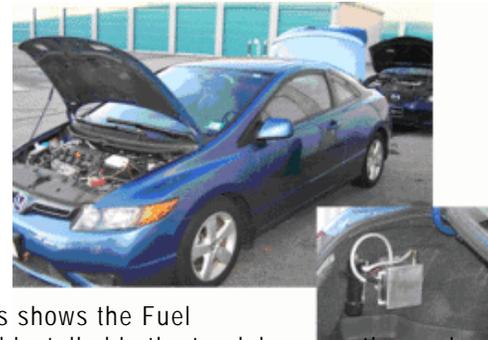
### What kind of savings can I expect to see?

**We Absolutely Guarantee a Minimum of 50% Increase in Fuel Economy.** We have seen

“My 2006 Mazda got 121 mpg! I am so excited I want to let everyone know ... This technology is real! Finally an alternative to soaring gas prices” John S., Queensland

### FINALLY ... REAL TECHNOLOGY THAT REALLY SAVES!

This 2007 Honda in New Jersey went from 33 mpg to 85 mpg on the highway - a 158% savings.



This shows the Fuel Cell installed in the trunk because the engine space was small.

### The HAFC Technology ...

- Vaporizes and ionizes the fuel breaking it down for a cleaner and more complete burn
- Produces Water Gas which adds hydrogen and oxygen to the fuel mixture to increase mileage and reduce carbon emissions

### As A Result You Get ...

- Increased mileage — 50% minimum guaranteed!
- A cleaner engine that lasts longer

savings of over 300%. We expect that savings will vary from vehicle to vehicle, but you will be allowed to install the system and have it tuned and tested. **If it does not increase your fuel economy by at least 50% you can return the kit for a 100% money back refund.** You should also see increased performance via better horsepower and torque as the unit cleans accumulated carbon deposits from your engine. And a cleaner engine also means a longer lasting engine.

### Will it work on my car?

The HAFC System will work in any conventional motor vehicle that burns gasoline. There are no modifications to the current engine required. You just “plug” the fuel cell into the existing air intake system. The vaporizer connects to the existing fuel line to vaporize and ionize the fuel before mixing with oxygen and hydrogen inside the engine.

### The HAFC Hydrogen Fuel Cell



- 6 x 6 x 4-1/2
- draws 15 amps
- produces 50-70 liters of hydrogen/oxygen mixture per hour

Our new double cell makes twice as much gas

The Fuel Cell is the heart of the system. It separates water into hydrogen and oxygen, and adds the hydrogen to the fuel mixture, making the fuel mixture rich so the computer can “lean” the fuel. The unit is built of durable stainless steel. It can be used even in freezing weather.

### The HAFC Vaporizer

The



- More horsepower & better performance
- Dramatic decrease in exhaust pollution

Optimizer installed in Glove Box.



This 1990 Toyota Corolla doubled its mileage and passed emissions inspection after having failed twice.

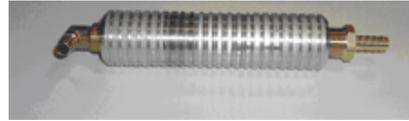


This 2002 Honda Civic (4 cyl) went from 30 mpg highway to 60.5 mpg.

*“I’m tickled pink ... I’m driving around in a car that gets 85 mpg. Couldn’t be happier!”*

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Vaporizer contains 6 powerful magnets to



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*"F-150 Pickup went from 11 mpg to 33 mpg — a 179% increase! I was shocked, and very pleased!"*

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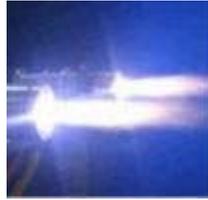
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