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12 Attorneys for Plaintiff

13 UNITED STATES DISTRICT COURT
14 DISTRICT OF NEVADA

15 FEDERAL TRADE COMMISSION,

16 Plaintiff,

17 v.

18 CRYSTAL A. EWING, individually and as a
19 director or officer of Consumer Direct
Enterprises, LLC, Top Choice, Inc., Classic
20 Productions, LLC, and Response Processing,
LLC; DAVID F. EWING, individually and as a
21 director or officer of Consumer Direct
Enterprises, LLC; CONSUMER DIRECT
22 ENTERPRISES, LLC, a Nevada limited
liability company; TOP CHOICE, INC., d.b.a.
23 Sweepstakes Information Reporting Services,
Cash Claim Information Center, Consumer
24 Award Advisory Service, Mega Marketing
Group, and Prize Distribution Center, a
25 Nevada corporation; CLASSIC
PRODUCTIONS, LLC, a Nevada limited
26 liability company; and RESPONSE
PROCESSING, LLC, a Nevada limited
27 liability company,

28 Defendants.

Case No.

**COMPLAINT FOR INJUNCTION
AND OTHER EQUITABLE RELIEF**

1 Plaintiff, the Federal Trade Commission (“FTC” or “the Commission”), for its Complaint
2 alleges as follows:

3 1. The FTC brings this action under Section 13(b) of the Federal Trade Commission
4 Act (“FTC Act”), 15 U.S.C. § 53(b), to secure permanent injunctive relief, rescission of contracts
5 and restitution, disgorgement of ill-gotten gains, and other equitable relief for defendants’
6 deceptive acts or practices in violation of Section 5(a) of the FTC Act, 15 U.S.C. § 45 (a).

7 **JURISDICTION AND VENUE**

8 2. This Court has subject matter jurisdiction pursuant to 15 U.S.C. §§ 45(a) and
9 53(b), and 28 U.S.C. §§ 1331, 1337(a), and 1345.

10 3. Venue in the United States District Court of Nevada is proper under 15 U.S.C.
11 § 53(b) and 28 U.S.C. § 1391(b) and (c).

12 **PLAINTIFF**

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

20 **DEFENDANTS**

21 5. Defendant Consumer Direct Enterprises, LLC (“CDE”), is a Nevada limited
22 liability company with its business office located at 4860 Conough Lane, Las Vegas, Nevada
23 89149. CDE maintains or has maintained a post office box at P.O. Box 6540, Vancouver Station
24 Main, Vancouver, British Columbia V6B 4B5. CDE transacts or has transacted business in the
25 District of Nevada.

26 6. Defendant Top Choice, Inc., is a Nevada corporation with its business office
27 located at 4330 West Cheyenne, North Las Vegas, Nevada 89032. It does business under the
28 names Sweepstakes Information Reporting Services (“SIRS”), Cash Claim Information Center

1 (“CCIC”), Consumer Award Advisory Service (“CAAS”), Mega Marketing Group, and Prize
2 Distribution Center. Top Choice maintains or has maintained a post office box at P.O. Box
3 3999, Las Vegas, Nevada 89127. SIRS, CAAS, and Prize Distribution Center maintain or have
4 maintained a post office box at P.O. Box 36999, Las Vegas, Nevada 89133. CCIC maintains or
5 has maintained a post office box at P.O. Box 6540, Vancouver Station Main, Vancouver, British
6 Columbia V6B 4B5, and P.O. Box 36950, Las Vegas, Nevada 89133. Mega Marketing Group
7 maintains or has maintained a post office box at P.O. Box 36950, Las Vegas, Nevada 89133.
8 Top Choice transacts or has transacted business in the District of Nevada.

9 7. Defendant Classic Productions, LLC, is a Nevada limited liability company with
10 its business office located at 4330 West Cheyenne, North Las Vegas, Nevada 89032. Classic
11 Productions transacts or has transacted business in the District of Nevada.

12 8. Response Processing, LLC, is a Nevada limited liability company with its
13 business office located at 3720 White Plains Drive, Las Vegas, Nevada 89149. Response
14 Processing transacts or has transacted business in the District of Nevada.

15 9. Defendant Crystal A. Ewing is or has been an owner, officer or director of CDE,
16 Top Choice, Classic Productions, and Response Processing. At all times material to this
17 Complaint, acting alone or in concert with others, Crystal Ewing formulated, directed, controlled
18 or participated in the acts and practices of CDE, Top Choice, Classic Productions, and Response
19 Processing, including the acts and practices set forth in this Complaint. Crystal Ewing transacts
20 or has transacted business in the District of Nevada.

21 10. Defendant David F. Ewing is or has been an owner, officer or director of CDE.
22 At all times material to this Complaint, acting alone or in concert with others, David Ewing
23 formulated, directed, controlled or participated in the acts and practices of CDE, including the
24 acts and practices set forth in this Complaint. David Ewing transacts or has transacted business
25 in the District of Nevada.

26 11. Defendants have operated as a common enterprise while engaging in the deceptive
27 acts and practices alleged below. Because these defendants have operated as a common
28 enterprise, each of them is jointly and severally liable for the deceptive acts and practices alleged

1 below.

2 **COMMERCE**

3 12. At all times relevant to this Complaint, defendants have maintained a substantial
4 course of trade in or affecting commerce, as “commerce” is defined in Section 4 of the FTC Act,
5 15 U.S.C. § 44.

6 **DEFENDANTS’ BUSINESS PRACTICES**

7 13. From at least 2003 until November 2005, defendants conducted mass mailing
8 prize promotion campaigns directed at consumers in the United States, Canada, and the United
9 Kingdom. The direct mailing campaigns were designed to induce consumers to send money to
10 defendants in order to receive a large cash prize that consumers had purportedly won.

11 14. The defendants sent letters to consumers informing them that they had won a
12 substantial cash prize. The guaranteed cash prizes ranged in value from \$245,189 to \$728,577.
13 The solicitations required consumers to sign a verification form to receive their winnings and
14 warned consumers that they would forfeit their winnings if they did not respond within a limited
15 time period. The letters also advised consumers that they would receive their prize in a
16 lump-sum check, out of which no taxes had been taken. Representative samples of the letters
17 defendants sent to consumers are attached as Exhibits A-C.

18 15. Defendants’ letters further led many consumers to believe that in order to receive
19 the promised substantial cash prize, they needed to pay defendants a processing fee. In numerous
20 instances, consumers sent defendants the processing fee.

21 16. None of the consumers who paid the processing fee to defendants received the
22 promised substantial cash prize. Instead, the vast majority of consumers received a check for a
23 nominal amount, such as \$1, and a one-page list of sweepstakes promotions offered to the public
24 by independent sponsors.

25 **VIOLATIONS OF SECTION 5 OF THE FTC ACT**

26 17. Section 5(a) of the FTC Act, 15 U.S.C. § 45(a), prohibits unfair or deceptive acts
27 or practices in or affecting commerce.

28 18. Misrepresentations of material fact constitute unfair or deceptive acts or practices

1 prohibited by Section 5(a) of the FTC Act.

2 **COUNT I**

3 19. In numerous instances, in connection with the marketing of prize promotions,
4 defendants have represented, expressly or by implication, that consumers have won a cash prize
5 worth hundreds of thousands of dollars, and this cash prize will be provided to consumers who
6 pay the specified processing fee to the defendants.

7 20. In truth and in fact, in numerous instances, consumers have not won a cash prize
8 worth hundreds of thousands of dollars, and this cash prize is not provided to consumers who pay
9 the specified processing fee to the defendants.

10 21. Therefore, defendants' representations set forth in Paragraph 19 are false and
11 misleading, and constitute deceptive acts or practices in violation of Section 5(a) of the FTC Act,
12 15 U.S.C. § 45(a).

13 **CONSUMER INJURY**

14 22. Consumers throughout the United States, Canada, and the United Kingdom have
15 suffered and continue to suffer substantial monetary loss as a result of defendants' unlawful acts
16 or practices. In addition, defendants have been unjustly enriched as a result of their unlawful
17 practices. Absent injunctive relief from this Court, defendants are likely to continue to injure
18 consumers and harm the public interest.

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

20 23. Section 13(b) of the FTC Act, 15 U.S.C. § 53(b), empowers this Court to grant
21 injunctive and such other relief as the Court may deem appropriate to halt and redress violations
22 of the FTC Act. The Court, in the exercise of its equitable jurisdiction, may award other
23 ancillary relief including, but not limited to, rescission of contracts and restitution, and the
24 disgorgement of ill-gotten gains, to prevent and remedy injury caused by defendants' law
25 violations.

26 **PRAYER FOR RELIEF**

27 Wherefore, plaintiff, pursuant to Section 13(b) of the FTC Act, 15 U.S.C. § 53(b), and the
28 Court's own equitable powers, request this Court to:

1 1. Enter a permanent injunction to prevent future violations of the FTC Act by the
2 defendants;

3 2. Award such equitable relief as the Court finds necessary to redress injury to
4 consumers resulting from defendants' violations of the FTC Act including, but not limited to,
5 rescission of contracts and restitution, and the disgorgement of ill-gotten gains by the defendants;
6 and

7 3. Award plaintiff the costs of bringing this action, as well as such other and
8 additional equitable relief as the Court may determine to be just and proper.

9
10 Dated: 4/11, 2007

Respectfully Submitted,

11 WILLIAM BLUMENTHAL
12 General Counsel

13 CHARLES A. HARWOOD
14 Regional Director

15 
16 KATHRYN C. DECKER
17 MARY T. BENFIELD

18 Attorneys for Plaintiff
19 Federal Trade Commission
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CONFIRMED PRIZE NOTIFICATION LETTER

DESIGNATION: CASH WINNER

CASH WINNER IDENTIFICATION AND CLAIMANT TRANSFER PAPER

M

PRIZE WINNER REGISTRY DEVIATION

IMPORTANT: Immediate receipt of contact must be given to winner... The prize is confirmed and awarded to winner verification for a prize of Cash to be used within 7 days of the date as indicated on reverse.

The office of administration is accounting and awarding all transactions pertaining to the CASH PRIZE... you five will, and will be a check for the full amount one year as determined by the rules which form comprise this Prize Winner.

THE FULL AMOUNT \$525,439.00

THE HUNDRED TWENTY FIVE THOUSAND FOUR HUNDRED THIRTY NINE DOLLARS AND DOLLS COMPARED ALLEGEDLY TO AWARD OF PRIZE THROUGH UPON DETERMINATION OF WINNER'S FINAL STATUS

ASSIGNMENT OF THIS MAIL TO ANOTHER PARTY IS PROHIBITED

NO REFERENCE TO OTHERS CONFIRMED AMOUNT PROGRAMS S.I.R.S. LAS VEGAS, NV 89133

YOU ARE A CASH PRIZE WINNER!

FINALIZED & VERIFIED

VERIFICATION LETTER MESSAGE:

January 18, 2005

Dear [Redacted]

Pursuant to the headline above and through which we are now contacting you via this dated correspondence, please understand that this is NOT a preliminary or qualification letter of cash prize status: YOU HAVE WON! A CASH PRIZE

This letter constitutes actual designation of [Redacted] as a cash prize winner! May we offer our warmest wishes at this moment from the management and executive offices, as well as our entire organization and staff of the S.I.R.S. Central Office.

Please be assured of the veracity of this documentation!

Your name was identified among a tiny percentage of ALL eligible individuals who could have received this notice. The fact that you have won a cash prize from S.I.R.S. must be thrilling and somewhat overwhelming - we ask that you read carefully. Do not skip ahead. Your response to this letter is MANDATORY to claim the cash prize you have been selected to receive.

To indicate issuance of your Prize Check, you must RETURN THE DOCUMENT BELOW before the requested deadline date specified on the enclosure according to the rules and terms herein. Failure to do so will invalidate the prize confirmation and result in forfeiture of the Check awaiting dispatch to you directly by secured mail.

We would like to proceed with resolution of your cash prize quickly!

- (1) Your cash prize will be drawn and paid in a single lump sum (Section A/below). (2) Any mistakes report documentation for the total aggregate funds amount of \$525,439.00 as noted above is awaiting your reply with processing fee (Section B/below) for overnight access to win the amount listed above. (This is not a mistake.)

The total amount, \$525,439.00, being awarded by independent prize sponsors is confirmed and will be received at final proceedings pending. We are delighted to provide notification of the winner's total amount. In writing, and to issue upon your reply and payment of the processing fee, full report documents and instant procedures for the maximum potential aggregate funds as listed by this recorded letter and validated at \$525,439.00.

Please take a moment to read and complete the paperwork below carefully. We are prepared to process and make delivery of the cash prize you have already won through arrangements of formal U.S. delivery. Make sure to follow all instructions and requirements, and inspect that your name and address is correct as it appears on record. USE THE REPLY ENVELOPE PROVIDED AND RETURN YOUR FORM TO: IMMEDIATE INFORMATION REPORTING SERVICES

Sincerely,

[Signature]

Financial Documents Officer

COPY OF (ORIGINAL) TO: CHIEF FINANCIAL OFFICER

PRIZE WINNER AND ACCESS TO REPORT DOCUMENTS WILL NOT INCREASE OR DECREASE ODDS OF WINNING CASH PRIZES (SEE TERMS AND CONDITIONS ON REVERSE)

PRIZE WINNER VERIFICATION PAPERS & REPORT REQUISITION FORM

Form with fields for name, address, prize status (Confirmed), and prize amount (\$525,439.00). Includes checkboxes for 'Prize Check' and 'Postmarked Mail'.

PLEASE READ: You have been selected as a WINNER of a CASH PRIZE by S.I.R.S. in Las Vegas, NV (NVD) Your prize is awaiting distribution to you in accordance with the rules and conditions stated herein... Failure to comply with the rules or to return this FORM IN ENTIRETY will result in forfeiture and loss of CASH PRIZE money.

PLEASE SIGN AND DATE: [Signature line]

Signature here of [Redacted] Date Sended: [Redacted] The Report Procedure documentation and "VALIDATION" regarding you live the total aggregate prize amount as indicated in the PRIZE FILING DATA IS CONFIRMED... Enclosure fee required to process return documents and prize records: \$19.95, Postage and handling (must be included): \$2.00, Total to be enclosed: \$21.95

PLEASE INDICATE METHOD OF PAYMENT ENCLOSED: [] CASH [] Check [] Money Order MAKE CHECK OR MONEY ORDER PAYABLE TO: S.I.R.S.

DATE OF THIS CONTACT RECORD: January 18, 2005

MAIL THIS REQUISITION FORM TO: S.I.R.S., P.O. Box 26999, Las Vegas, NV 89133

PRIZE WINNER AND ACCESS TO REPORT DOCUMENTS WILL NOT INCREASE OR DECREASE ODDS OF WINNING CASH PRIZES (SEE TERMS AND CONDITIONS ON REVERSE)

Exh. A (Reduced from original size)

EVERYBODY WINS SWEEPSTAKES: 1) NO PURCHASE NECESSARY TO ENTER (EXCEPT POSTAGE) AND PURCHASE WILL NOT ENHANCE CHANCES OF WINNING. To enter/claim without purchase (except postage), respondents should send properly completed claim form in a standard #10 white envelope to sponsor at address provided. Canadian Resident may be required to correctly answer the skill-testing question on the claim form provided. DO NOT USE RETURN ENVELOPE PROVIDED FOR NON-PURCHASE ENTRY. Only persons 18 years of age or older who have been notified by mail are eligible to enter. 3) This offer is nontransferable. 4) Employees and relatives of employees of sponsor are not eligible to respond. 5) Deadline for entry/claim is 60 days from receipt of this notification. 6) Official claim form only. No photocopied or mechanically reproduced claim forms will be accepted. 7) Sponsor not responsible for postage due mail and/or typographical errors, improper, late, misdirected, incomplete, illegible, or damaged mail or entries. All entries are subject to verification by sponsor. 8) Randomly pre-selected numerical code identification number determines whether and which cash or merchandise item will be awarded prior to the closing of this offer which is April 30, 2006. Any cash prizes valued at over \$100.00 not claimed within 60 days of the closing date will be awarded through a second chance random drawing among all respondents. Odds of winning second chance drawing depend on number of respondents and un-awarded prizes. Winners will be notified by mail. 9) All taxes are the sole responsibility of winners. 10) Upon request, winners agree to furnish sponsor with their photograph, and/or their likeness for promotional purposes without further compensation except where prohibited by law. 11) Winners may be required to sign an affidavit of eligibility and liability/publicity release within 30 days of notification attempt. 12) Different graphic representations, prizes and names of this offer may be used at the discretion of the sponsor. 13) Complete list of top winners available 60 days after the closing date of this promotional offer may be obtained by sending a self-addressed return envelope to: Winners c/o address provided 14) By entering, respondents agree to abide by and be bound by these official rules and decisions of sponsor which are final and binding in all respects. 15) Void where prohibited by law. This offer is supplied for promotional purposes.

ODDS: Odds are based upon three million respondents, predetermined odds are as follows: \$1,000.00 CASH; 1/1,000,000; \$250.00; 1/100,000; \$100.00; 1/50,000; \$50.00; 1/50,000; \$1.00; 1/1. Canadian Resident may be required to correctly answer the skill-testing question .

This offer is an opportunity to purchase an easy-to read and understand report that compiles entry details for cash awards and prize opportunities including, skill contest entries, sweepstakes and merchandise offers that are offered to the public by independent sponsors. Cash and prize opportunities totaling the advertised minimum amount will be included in each issue. We will provide complete entry, deadline and prize information to purchaser. We do not enter the consumer nor do we assist in entry. After review of information, consumer can decide which sweepstakes, contests or promotions to enter by following the entry guidelines provided. We do not sponsor sweepstakes, contests or merchandise promotions. We do not guarantee the cash or prizes advertised by the sponsoring entities. Sponsors are responsible for their respective sweepstakes, contests or merchandise offers, including prizes and cash awards pursuant to their respective rules and regulations. Reported information is believed to be accurate at time of printing. However, if the information is in error, we are responsible only for the fee paid to obtain the report. Offer is void where prohibited by law. Respondent must be 18 years old or older to purchase. We may send respondent additional offers and may provide respondent information to other companies. If you wish not to receive our offers or offers from those other companies, simply notify us in writing and we will remove your name from our mailing list. We make no express or implied representations, warranties or agreements. Consumer has not won any of the listed prize or cash awards. Consumer must enter and win each individual promotion to be eligible to collect the advertised awards. Fees to sponsoring companies may or may not be required to enter the listed prize and cash opportunities. Different graphic presentations of this offer, including available prizes and opportunities, may be made. 60-day money-back guarantee if dissatisfied for any reason – no questions asked. To receive a refund, send your written request to the address listed.

PRIZE NOTICE/REPORT PROCUREMENT FORM

453434 *0000* /423

1. WINNERS AMOUNT CONFIRMED AS DOCUMENTED IN REPORT \$677,519.00		2. RESPONSE REQUESTED 7 days	3. EXPIRATION DATE TO CLAIM PRIZE. (PRIZE WILL BE FORFEITED IF NOT CLAIMED BEFORE) October 28, 2005
4. TYPE OF PRIZE WON CASH	5. PAYMENT METHOD Lump-Sum Check	6. NAME OF VERIFIED CASH WINNER *** [REDACTED] ***	7. CLAIM PROCEDURES See attached document.

NO PURCHASE NECESSARY TO CLAIM PRIZE ALREADY WON. PROCUREMENT AND ACCESS TO REPORT DOCUMENTS WILL NOT INCREASE OR DECREASE ODDS OF WINNING. CASH PRIZE IS ALREADY WON AND WILL BE ISSUED UPON REPLY. (Refer to rules and terms herein for further details.)

F257 23315219

CONSUMER DIRECT ENTERPRISES
P.O. BOX 6540 VANCOUVER STATION MAIN, VANCOUVER, BC
V6B 4B5

September 14, 2005

Dear [REDACTED]:

You have WON a Cash Prize.

The offices of Consumer Direct Enterprises hereby wish to make it clear that this letter is - Confirmed and Validated. - Please do not destroy or misplace this correspondence. The Cash Prize you have WON is yours upon your reply as specified in this letter, and it will be sent by Check directly to you from C.D.E. processing center in Vancouver, BC V6B 4B5 according to the rules and terms herein.

Please note that in order to claim your Cash Prize, you MUST reply by mail by returning your completed "Cash Prize Winner Disposition Papers." This form is attached to the right of this letter.

This form must be returned before the requested deadline date posted however, we petition that you respond within the next - 7 days. - Failure to reply by mail before the requested deadline will invalidate and cancel the Cash Prize which is already yours.

The Prize cannot be transferred to any other person or persons. It is CONFIRMED to you, [REDACTED], and according to file records you currently receive mail at [REDACTED] in [REDACTED]. (Note): This is NOT an eligibility letter or preliminary qualification announcement. **YOU HAVE WON A CASH PRIZE.**

Please take under advisement that your signature as prepared for your completion in Part 1 of the attached documentation should be rendered in a blue or black ink pen. Also, please print the mailing date you are returning your correspondence as designated to the right of your signature.

More fabulous news! in addition to the guaranteed cash prize now awaiting your claim by timely response, the entire reported amount of \$677,519.00 has been verified and reported available to be awarded by independent prize sponsors. Our office has clarified that you are entitled to acquire the detailed report upon payment of optional document processing fee.

Please note that this total, as PAID fully by the independent prize sponsors upon determination of winners, is 100% CONFIRMED, so please do not delay. C.D.E. record of report documents and entrant procedures for the maximum opportunity amount of *** \$677,519.00 *** is awaiting dispatch IN ENTIRETY to you directly, [REDACTED].

In closing - so that we can go forward without delay in issuing your Prize Check, please attend to this matter NOW. Your "Cash Prize Winner Disposition Papers" must be returned by POSTMARKED MAIL, so please read and complete this form A.S.A.P.! On behalf of the entire Consumer Direct Enterprises organization, it is my pleasure to wish you the very best, [REDACTED], on this announcement. It will be our complete honor serving you.

Continued fortunes,

[Signature]
Senior Officer,
Consumer Direct Enterprises

Exh. B

(Reduced from original size)

EVERYBODY WINS SWEEPSTAKES: 1) NO PURCHASE NECESSARY TO ENTER (EXCEPT POSTAGE) AND PURCHASE WILL NOT ENHANCE CHANCES OF WINNING. To enter/claim without purchase (except postage), respondents should send properly completed claim form in a standard #10 white envelope to sponsor at address provided. Canadian Resident may be required to correctly answer the skill-testing question on the claim form provided. DO NOT USE RETURN ENVELOPE PROVIDED FOR NON-PURCHASE ENTRY. Only persons 18 years of age or older who have been notified by mail are eligible to enter. 3) This offer is nontransferable. 4) Employees and relatives of employees of sponsor are not eligible to respond. 5) Deadline for entry/claim is 60 days from receipt of this notification. 6) Official claim form only. No photocopied or mechanically reproduced claim forms will be accepted. 7) Sponsor not responsible for postage due mail and/or typographical errors, improper, late, misdirected, incomplete, illegible, or damaged mail or entries. All entries are subject to verification by sponsor. 8) Randomly pre-selected numerical code identification number determines whether and which cash or merchandise item will be awarded prior to the closing of this offer which is April 30, 2006. Any cash prizes valued at over \$100.00 not claimed within 60 days of the closing date will be awarded through a second chance random drawing among all respondents. Odds of winning second chance drawing depend on number of respondents and un-awarded prizes. Winners will be notified by mail. 9) All taxes are the sole responsibility of winners. 10) Upon request, winners agree to furnish sponsor with their photograph, and/or their likeness for promotional purposes without further compensation except where prohibited by law. 11) Winners may be required to sign an affidavit of eligibility and liability/publicity release within 30 days of notification attempt. 12) Different graphic representations, prizes and names of this offer may be used at the discretion of the sponsor. 13) Complete list of top winners available 60 days after the closing date of this promotional offer may be obtained by sending a self-addressed return envelope to: Winners c/o address provided 14) By entering, respondents agree to abide by and be bound by these official rules and decisions of sponsor which are final and binding in all respects. 15) Void where prohibited by law. This offer is supplied for promotional purposes.

ODDS: Odds are based upon three million respondents, predetermined odds are as follows: \$1,000.00 CASH: 1/1,000,000; \$250.00: 1/100,000; \$100.00: 1/50,000; \$50.00: 1/50,000; \$1.00: 1/1. Canadian Resident may be required to correctly answer the skill-testing question .

This offer is an opportunity to purchase an easy-to read and understand report that compiles entry details for cash awards and prize opportunities including, skill contest entries, sweepstakes and merchandise offers that are offered to the public by independent sponsors. Cash and prize opportunities totaling the advertised minimum amount will be included in each issue. We will provide complete entry, deadline and prize information to purchaser. We do not enter the consumer nor do we assist in entry. After review of information, consumer can decide which sweepstakes, contests or promotions to enter by following the entry guidelines provided. We do not sponsor sweepstakes, contests or merchandise promotions. We do not guarantee the cash or prizes advertised by the sponsoring entities. Sponsors are responsible for their respective sweepstakes, contests or merchandise offers, including prizes and cash awards pursuant to their respective rules and regulations. Reported information is believed to be accurate at time of printing. However, if the information is in error, we are responsible only for the fee paid to obtain the report. Offer is void where prohibited by law. Respondent must be 18 years old or older to purchase. We may send respondent additional offers and may provide respondent information to other companies. If you wish not to receive our offers or offers from those other companies, simply notify us in writing and we will remove your name from our mailing list. We make no express or implied representations, warranties or agreements. Consumer has not won any of the listed prize or cash awards. Consumer must enter and win each individual promotion to be eligible to collect the advertised awards. Fees to sponsoring companies may or may not be required to enter the listed prize and cash opportunities. Different graphic presentations of this offer, including available prizes and opportunities, may be made. 60-day money-back guarantee if dissatisfied for any reason -- no questions asked. To receive a refund, send your written request to the address listed.

USAMA1_b2

DOCUMENT NO.: **457-R**

Winners cash disposition is now pending for recorded amounts stated and filed of \$1,000.00, \$50.00, \$1.00, \$100.00 or \$250.00 as confirmed by Consumer Direct Enterprises decisions and control office.

NO PURCHASE NECESSARY. PROCUREMENT AND ACCESS TO REPORT DOCUMENTS WILL NOT INCREASE OR DECREASE ODDS OF WINNING. CASH PRIZE IS ALREADY WON AND WILL BE ISSUED UPON REPLY. (Refer to rules and terms on reverse for further details.)

SHIP CENTER SCAN ID: 5728403 00004

CASH PRIZE WINNER DISPOSITION PAPERS

And Report Processing/Disbursement Form

PRIZE WON GUARANTEED BY: C.D.E. Offices

TRANSFERABILITY: Prohibited

PRIZE PAYABLE BY: Check

PAYMENT TERMS: Lump-Sum

REQUESTED CLAIM DATE: October 28, 2005

TOTAL AND FULL ENTRANT PRIZE AMOUNT AVAILABLE AND CONFIRMED FOR DISBURSEMENT AS CONSIGNED AND VALIDATED IN REPORT

\$677,519.00

COMPLETE AND RETURN THIS DOCUMENT. PROPERTY OF RECIPIENT ONLY FOR RETURN TO:

Consumer Direct Enterprises, P.O. Box 6540 Vancouver Station Main Vancouver, BC V6B 4B5

Enclose \$21.95 Report Fee and Mail Today // Disposition Date 2005

RECIPIENT REPORT REQUISITION AND DELIVERY VERIFICATION

PART 1: PRIZE WINNER CONFIRMATION

NAME AND ADDRESS OF VERIFIED CASH PRIZE WINNER:

F257 23315219
[REDACTED]
[REDACTED]
[REDACTED]

ATTENTION PRIZE WINNER: Do not mark in this area unless name and address needs to be corrected. If making corrections, cross out incorrect information with a single diagonal line and correct alongside.

PLEASE READ AND SIGN NAME BELOW FOR RELEASE OF CASH PRIZE

Yes, I am over age of 18 I understand that I have been identified and ****CONFIRMED**** as a CASH PRIZE WINNER by C.D.E. The issuance of these papers are final; the Cash Prize will be delivered to me as guaranteed by a single Check (Lump Sum) provided I reply before the requested deadline as required by the terms and conditions stated on reverse herein with no purchase necessary, and purchase will not enhance chances of winning. I VERIFY by and through my written signature below that I am the Correct Person identified in this letter and that I am not an employee, agent, representative or associate of the Consumer Direct Enterprises in any way.

Signature of [REDACTED]:

Today's Date:

You agree and acknowledge that when you make payment by check payee may elect to electronically debit your checking account for the face amount of the check. An nsf check may be electronically debited for the face amount plus state allowable fee.

PART 2: RECIPIENT REPORT REQUISITION AND DELIVERY VERIFICATION

RETURN THIS FORM UPON COMPLETION TO:

Consumer Direct Enterprises
P.O. Box 6540 Vancouver Station Main
Vancouver, BC V6B 4B5

REPORT ASSESSMENT COMPLETED: Yes

OTHER REPLY OPTIONS:

WINNERS ELIGIBILITY AMOUNT: Confirmed In Total

INTERNAL TRACK NO:

ACTION REQUESTED TO PROCEED: Response By Mail



ATTENTION: [REDACTED]

This section constitutes your identification as authorized Recipient and Confirms pending Report acquisition listing the available amounts as full disclosed and verified \$677,519.00 as Validated by our independent reporting office.

Your reply by mail must include this form; validation of this matter will be constituted by C.D.E. Center upon receipt, whereby the WIN opportunity As-Stated to be and specified in the report for the Full Amount listed above will be delivered to you directly. The monetary valuation is guaranteed PAID by sweepstakes prize sponsors upon final determination of WINNERS being resolved on record. Complete this section with processing payment fee and postage and handling required to administrate the Report disposition fully. Take this moment to fill in the requirements below.

Enclose Processing Payment Fee: \$19.95

INDICATE METHOD OF PAYMENT:

Postage And Handling: \$2.00

CASH CHECK MONEY ORDER

Please Enclose This Total Amount: \$21.95

MAKE CHECK OR MONEY ORDER PAYABLE TO:

C.D.E.

Please Complete The Following Question: 45 X 6 + 104 - 78 = _____

JSI 22-A

Amount confirmed available
as documented in report

\$677,519.00

2. RESPONSE
REQUESTED

7 days

(PRIZE WILL BE FORWARDED IF NOT
CLAIMED BEFORE)

July 07, 2005

4. TYPE OF PRIZE WON

CASH

5. PAYMENT METHOD

Lump-Sum

6. NAME OF VERIFIED CASH WINNER

*** ~~REDACTED~~ ***

7. I.D. NUMBER #

F158 11246937

NO PURCHASE NECESSARY TO CLAIM PRIZE ALREADY WON. PROCUREMENT AND ACCESS TO REPORT DOCUMENTS WILL NOT INCREASE OR DECREASE ODDS OF WINNING. CASH PRIZE IS ALREADY WON AND WILL BE ISSUED UPON REPLY. (Refer to rules and terms herein for further details.)

A53434 D0000C B423

Cash Claim Information Center

P.O. Box 8840 Vancouver Station Main, Vancouver, BC V6S 4M8

F158 11246937



June 7, 2005

Dear ~~REDACTED~~

You have WON a Cash Prize.

The offices of Cash Claim Information Center hereby wish to make it clear that this letter is - Confirmed and Validated. - Please do not destroy or misplace this correspondence. The Cash Prize you have WON is yours upon your reply as specified in this letter, and it will be sent by Check directly to you from C.C.I.C. processing center in Vancouver, BC according to the rules and terms herein.

Please note that in order to claim your Cash Prize, you MUST reply by mail by returning your completed "Cash Prize Winner Disposition Papers." This form is attached to the right of this letter.

This form must be returned before the requested deadline date posted however, we petition that you respond within the next - 7 days. - Failure to reply by mail before the requested deadline will invalidate and cancel the Cash Prize which is yours.

The Prize cannot be transferred to any other person or persons. It is CONFIRMED to you, ~~REDACTED~~, and according to file records you currently receive mail at ~~REDACTED~~, ~~REDACTED~~, ~~REDACTED~~. (Note): This is not an eligibility letter or preliminary qualification announcement. YOU HAVE WON A CASH PRIZE.

Please take under advisement that your signature as prepared for your completion in Part 1 of the attached documentation should be rendered in a blue or black ink pen. Also, please print the mailing date you are returning your correspondence as designated to the right of your signature.

More fabulous news! in addition to the guarantees cash prize now awaiting your claim by timely response, the entire reported amount of \$667,519.00 has been verified and reported available to be awarded by independent sponsors. Our office has clarified that you are entitled to acquire the detailed report upon payment of optional document processing fee.

Please note that this total, as PAID fully by the independent prize sponsors upon determination of winners is 100% CONFIRMED, so please do not delay. C.C.I.C. record of report documents and entrant procedures for the maximum opportunity amount of *** \$677,519.00 *** is awaiting dispatch IN ENTIRETY to you directly, ~~REDACTED~~.

In closing - so that we can go forward without delay in issuing your Prize Check, please attend to this matter NOW. Your "Cash Prize Winner Disposition Papers" must be returned by POSTMARKED MAIL, so please read and complete this form A.S.A.P.! On behalf of the entire Cash Claim Information Center organization, it is my pleasure to wish you the very best-~~REDACTED~~, on this announcement. It will be our complete honor serving you.

OFFICIAL

Continued for name,

Senior Officer,
Cash Claim Information Center

Exh. C

(Reduced from original size)

PRIZE NOTICE/REPORT PROCUREMENT FORM

~~EVERYONE! THIS IS THE LAST CHANCE!~~
ENHANCE CHANCES OF WINNING. To enter/claim without purchase (except postage), respondents should send properly completed entry in a standard #10 white envelope to sponsor at address provided. Canadian Resident may be required to correctly answer the skill-testing question on the claim form provided. **DO NOT USE RETURN ENVELOPE PROVIDED FOR NON-PURCHASE ENTRY.** Only persons 18 years of age or older who have been notified by mail are eligible to enter. 3) This offer is nontransferable. 4) Employees and relatives of employees of sponsor are not eligible to respond. 5) Deadline for entry/claim is 60 days from receipt of this notification. 6) Official claim form only. No photocopied or mechanically reproduced claim forms will be accepted. 7) Sponsor not responsible for postage due mail and/or typographical errors, improper, late, misdirected, incomplete, illegible, or damaged mail or entries. All entries are subject to verification by sponsor. 8) Randomly pre-selected numerical code identification number determines whether and which cash or merchandise item will be awarded prior to the closing of this offer which is April 30, 2006. Any cash prizes valued at over \$100.00 not claimed within 60 days of the closing date will be awarded through a second chance random drawing among all respondents. Odds of winning second chance drawing depend on number of respondents and un-awarded prizes. Winners will be notified by mail. 9) All taxes are the sole responsibility of winners. 10) Upon request, winners agree to furnish sponsor with their photograph, and/or their likeness for promotional purposes without further compensation except where prohibited by law. 11) Winners may be required to sign an affidavit of eligibility and liability/publicity release within 30 days of notification attempt. 12) Different graphic representations, prizes and names of this offer may be used at the discretion of the sponsor. 13) Complete list of top winners available 60 days after the closing date of this promotional offer may be obtained by sending a self-addressed return envelope to: Winners c/o address provided 14) By entering, respondents agree to abide by and be bound by these official rules and decisions of sponsor which are final and binding in all respects. 15) Void where prohibited by law. This offer is supplied for promotional purposes.

ODDS: Odds are based upon three million respondents, predetermined odds are as follows: \$1,000.00-CASH: 1/1,000,000; \$250.00: 1/100,000; \$100.00: 1/50,000; \$50.00: 1/50,000; \$1.00: 1/1. Canadian Resident may be required to correctly answer the skill-testing question.

This offer is an opportunity to purchase an easy-to read and understand report that compiles entry details for cash awards and prize opportunities including, skill contest entries, sweepstakes and merchandise offers that are offered to the public by independent sponsors. Cash and prize opportunities totaling the advertised minimum amount will be included in each issue. We will provide complete entry, deadline and prize information to purchaser. We do not enter the consumer nor do we assist in entry. After review of information, consumer can decide which sweepstakes, contests or promotions to enter by following the entry guidelines provided. We do not sponsor sweepstakes, contests or merchandise promotions. We do not guarantee the cash or prizes advertised by the sponsoring entities. Sponsors are responsible for their respective sweepstakes, contests or merchandise offers, including prizes and cash awards pursuant to their respective rules and regulations. Reported information is believed to be accurate at time of printing. However, if the information is in error, we are responsible only for the fee paid to obtain the report. Offer is void where prohibited by law. Respondent must be 18 years old or older to purchase. We may send respondent additional offers and may provide respondent information to other companies. If you wish not to receive our offers or offers from those other companies, simply notify us in writing and we will remove your name from our mailing list. We make no express or implied representations, warranties or agreements. Consumer has not won any of the listed prize or cash awards. Consumer must enter and win each individual promotion to be eligible to collect the advertised awards. Fees to sponsoring companies may or may not be required to enter the listed prize and cash opportunities. Different graphic presentations of this offer, including available prizes and opportunities, may be made. An NSF check may be electronically debited for the face amount plus the state allowable fee. 60-day money-back guarantee if dissatisfied for any reason - no questions asked. To receive a refund, send your written request to the address listed.

USAMA1_b4

DETACH AND RETURN THIS PART IN ENVELOPE PROVIDED. THIS FORM MUST BE RETURNED TO EXECUTE PROCESSING AND FINALIZATION OF ADMINISTRATION

ISD 22-B CASH PRIZE PROCESSING AND DISBURSEMENT FORM

The winners cash by award check disposition is now pending for recorded amounts stated and filed including that of \$1,000.00, \$50.00, \$1.00, \$100.00 and \$250.00 as confirmed by Cash Claim Information Center decisions and control office.

NO PURCHASE NECESSARY. PROCUREMENT AND ACCESS TO REPORT DOCUMENTS WILL NOT INCREASE OR DECREASE ODDS OF WINNING. CASH PRIZE IS ALREADY WON AND WILL BE ISSUED UPON REPLY. (Refer to rules and terms herein for further details.)

PART 1: PRIZE WINNER CONFIRMATION

NAME AND ADDRESS OF VERIFIED CASH PRIZE WINNER:

F158 11246937

[Redacted address]

ATTENTION PRIZE WINNER: Do not mark in this area unless name and address needs to be corrected.

If making corrections, cross out incorrect information with a single diagonal line and correct alongside.

PLEASE READ AND SIGN NAME BELOW FOR RELEASE OF CASH PRIZE

Yes, I am over age of 18. I understand that I have been identified and ****CONFIRMED**** as a CASH PRIZE WINNER by the C.C.I.C. The issuance of these papers are final; the Cash Prize will be delivered to me as guaranteed in the by a single Check (Lump Sum) provided I reply before the requested deadline as required by the terms and conditions stated on reverse herein with no purchase necessary, and purchase will not enhance chances of winning. I **VERIFY** by and through my written signature below that I am the Correct Person identified in this letter and that I am not an employee, agent, representative or associate of the Cash Claim Information Center in any way.

[Redacted signature area]

Signature of [Redacted Name]:

Today's Date

PART 2: RECIPIENT REPORT REQUISITION AND DELIVERY VERIFICATION

RETURN THIS FORM UPON COMPLETION TO:

Cash Claim Information Center
P.O. Box 6540 Vancouver Station Main
Vancouver, BC V6B 4B5

REPORT ASSESSMENT COMPLETED: Yes
WINNERS ELIGIBILITY AMOUNT: Confirmed In Total
ACTION REQUESTED TO PROCEED: Response By Mail

OTHER REPLY OPTIONS: N/A
I.D. NO: F158 11246937

PLEASE COMPLETE THE FOLLOWING QUESTION 45X6+10-78=

Enclose Processing Payment Fee: \$19.95
Postage And Handling: \$2.00
Please Enclose This Total Amount: \$21.95

METHOD OF PAYMENT:
 CASH CHECK MONEY ORDER
MAKE CHECK OR MONEY ORDER PAYABLE TO: C.C.I.C.