

The Commission having thereafter considered the matter and having determined that it has reason to believe that the Respondents have violated the Appliance Labeling Rule, and that a Complaint should issue stating its charges in that respect, and having thereupon accepted the executed Consent Agreement, the Commission hereby issues its Complaint, makes the following jurisdictional findings and enters the following Order:

1. Respondent P.C. Richard & Son, Inc., d/b/a Pcrichard.com is a Delaware corporation with its principal office or place of business at 150 Price Parkway, Farmingdale, NY 11735. Respondent maintains a website at www.pcrichard.com, which advertises, offers for sale, and sells a variety of products to retail customers, including refrigerators, freezers, clothes washers, dishwashers, and room air conditioners.
2. Respondent P.C. Richard & Son, LLC, d/b/a Pcrichard.com is a New York limited liability company with its principal office or place of business at 150 Price Parkway, Farmingdale, NY 11735. Respondent maintains a website at www.pcrichard.com, which advertises, offers for sale, and sells a variety of products to retail customers, including refrigerators, freezers, clothes washers, dishwashers, and room air conditioners.
3. The Federal Trade Commission has jurisdiction of the subject matter of this proceeding and of the Respondents, and this proceeding is in the public interest.

ORDER

DEFINITIONS

1. Unless otherwise specified, "Respondents" shall mean P.C. Richard & Son, Inc., d/b/a Pcrichard.com and P.C. Richard & Son, LLC, d/b/a Pcrichard.com and their successors and assigns.

I.

IT IS ORDERED THAT, within five business days after the date of service of this Order, Respondents shall pay, jointly and severally, pursuant to 42 U.S.C. § 6303(a) and FTC Rules of Practice, 16 C.F.R. §§ 1.97-1.98, a civil penalty in the amount of \$180,000. Respondents shall make this payment by electronic fund transfer to the Treasurer of the United States, pursuant to a procedure to be specified by Commission staff in writing. In the event of default, Respondents shall be liable for interest calculated in accordance with 28 U.S.C. § 1961.

By the Commission.

SEAL:
ISSUED: October 20, 2010

Donald S. Clark
Secretary