



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
600 PENNSYLVANIA AVENUE, NW
WASHINGTON, D.C. 20580

Division of Enforcement
Bureau of Consumer Protection

July 15, 2009

Via Federal Express

L. Michelle Wilson
Senior Vice President, General Counsel
Amazon.com
1200 12th Avenue South, Suite 1200
Seattle, WA 98144

Dear Ms. Wilson:

The staff of the Federal Trade Commission has reviewed your website, www.amazon.com, and has found that it is not in compliance with the Appliance Labeling Rule (16 C.F.R. Part 305), a regulation that the FTC enforces. This letter explains what the Rule requires and advises that you bring your website into compliance within 30 days.

The Appliance Labeling Rule requires those selling major appliances through a website to disclose information about the appliances' operating costs and energy consumption (16 C.F.R. § 305.20). This requirement helps ensure that the information provided on the yellow EnergyGuide labels in showrooms is also available to consumers shopping online. The Rule applies to your website because it contains the terms of sale, retail price, and instructions for ordering appliances. The appliances covered by the Rule include refrigerators, freezers, dishwashers, clothes washers, room air conditioners, and water heaters. For each covered appliance, you must either: (1) post an image of the manufacturer's EnergyGuide label or (2) disclose the energy information required by Section 305.20(a) of the Rule (attached to this letter). The image or required disclosure should be easy for consumers to find on your website.

We found that your website does not provide the required energy information for a significant number of covered products. You should review your website and take whatever steps are necessary to ensure it is in compliance with the Rule.

We plan to revisit your website after 30 days. By sending this letter, we do not waive the FTC's right to take law enforcement action and seek financial penalties against you based on past or future violations.

Further information about the Appliance Labeling Rule is available at www.ftc.gov/appliances. If you have any questions, please contact me at (202) 326-3030.

Sincerely,

Laura DeMartino
Assistant Director

Attachment



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Via Federal Express

Buy.com
Legal Department
85 Enterprise, Suite 100
Aliso Viejo, CA 92656

Dear Sir or Madam:

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