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UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION

In the Matter of)	
)	
)	
GLOBAL WORLD MEDIA CORPORATION,)	
a corporation, and)	DOCKET NO. C-3772
)	
SEAN SHAYAN,)	
individually and as an officer)	
of the corporation.)	

5. Respondents have disseminated or have caused to be disseminated advertisements for Ecstasy, including but not necessarily limited to the attached Exhibits A through D, and oral representations as set forth in subparagraph E below. In addition, respondents have furnished the means and instrumentalities to third party distributors to disseminate advertising on the World Wide Web, including but not necessarily limited to the attached Exhibits E and F. These advertisements and oral representations contained the following statements:

A. **ecstasy®**

the world's first organic ecstasy (m.d.m.a.) alternative

From Tokyo to South Africa to the United Kingdom to Argentina, with over 2 million units sold in over 15 countries, a product known as **herbal ecstasy®** is revolutionizing the way the world thinks of designer drugs. Using 9 exotic botanicals imported exclusively for this product, **herbal ecstasy®** has been carefully formulated to produce a considerable range of pleasurable effects.

“Reported effects last 4-8 Hours:

- euphoria
- tingly skin sensations
- highly increased energy levels
- increased sexual sensations
- mood elevation

(a mild serotonin inhibitor)”

Dr. Janis Burton
New Psychology Magazine
Paris, France

“Developed by many of the same doctors who created the chemical version, **herbal ecstasy®** is 100% natural & absolutely safe. **herbal ecstasy®** contains no chemicals or other impurities. This product is synergistically blended in order to maximize benefits and eliminate any possible side effects.”

Dr. Steven Jonson
Tel Aviv, Israel
(Exhibits A and B: Penthouse.)

B. 2 dosages (10 tablets) \$19.99
12 dosages (60 tablets) \$99.99
18 dosages (90 tablets) \$149.99
40 dosages (200 tablets) \$299.99
(Exhibit A: Penthouse.)

C. 2 doses (10 tablets) \$19.99

10 doses (50 tablets) \$69.99
20 doses (100 tablets) \$99.99

MALE ANNCR.: Users reported keeping a clear head and a sense of heightened perception all night long with no side effects what so ever. So try the alternative, try Herbal Ecstasy.

....

MALE ANNCR.: The world's first organic ecstasy alternative
(Exhibit D: Radio Commercial Transcript, 1995)

I. **Herbal Ecstasy**

....

"A fantastically light headed, tingly happy, happy buzz, with no side effects."
Herb Garden Magazine, UK.

"The effects of herbal ecstasy™ beyond smart drug capacity include:

- euphoric stimulation
- highly increased energy levels
- tingly skin sensations
- enhanced sensory processing
- increased sexual sensations
- mood elevations

Dr. Janis Burton New Psychology Magazine
(Exhibit E: World Wide Web Site, March 27, 1996)

J. **ecstasy**

The Legal Alternative!

....

" A fantastically light headed, tingly happy-happy buzz, with no side effects."
Herb Garden Magazine, U.K.

*"The effects of herbal ecstasy beyond smart drug capacity include:
euphoric stimulation
highly increased energy levels
tingly skin sensations
enhanced sensory processing
increased sexual sensations
mood elevations"*

13. The acts and practices of respondents as alleged in this complaint constitute unfair or deceptive acts or practices, and the making of false advertisements, in or affecting commerce in violation of Sections 5(a) and 12 of the Federal Trade Commission Act.

THEREFORE, the Federal Trade Commission this ninth day of October, 1997, has issued this complaint against respondents.

Donald S. Clark
Secretary

SEAL:

[Exhibits A-F attached to paper copies of complaint, but not available in electronic form.]