

**UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION**

In the Matter of)
)
)
LIBERTY FINANCIAL COMPANIES, INC.) **DOCKET NO. C-3891**
a corporation.)
)
)

COMPLAINT

receive the newsletter and for identification purposes if they win the drawing.

5.

9. In truth and in fact:

- A. Participants in the Measure Up Survey who submit the requested personal identifying information do not receive upon request respondent's Young Investor e-mail newsletter. Respondent has not provided an e-mail newsletter to any of the participants in the survey and, in fact, has never developed such an e-mail newsletter.
- B. A participant in the Measure Up Survey who submits the requested personal identifying information has not been selected in each quarter to win his or her choice of specified prizes.

Therefore, the representations set forth in Paragraph 8 were, and are, false or misleading.

10. The acts and practices of respondent as alleged in this complaint constitute unfair or deceptive acts or practices in or affecting commerce in violation of Section 5(a) of the Federal Trade Commission Act.

THEREFORE, the Federal Trade Commission this twelfth day of August, 1999, has issued this complaint against respondent.

By the Commission.

Benjamin I. Berman
Acting Secretary