

1 defendants for acts or practices in violation of Section 5(a) of the FTC Act, 15 U.S.C. § 45(a),

1 Store, Inc. ("Family Choice"). At all times material to this complaint, acting alone or in concert  
2 with others, he has formulated, directed, controlled, or participated in the activities of the



1 collect their prize, and instruct consumers to pay by mailing cashier's checks or international  
2 money orders to a particular mail box drop in Burnaby, B.C. Primary Defendants or their  
3 telemarketing agents sometimes provide consumers with different names of individuals who

[REDACTED]

[REDACTED]

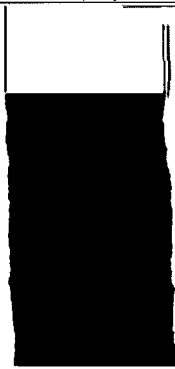
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27. The TSR prohibits sellers and telemarketers from misrepresenting, directly or by

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

Dated: October 31 . 2007