

UNITED STATES OF AMERICA
BEFORE FEDERAL TRADE COMMISSION

_____)	
)	FILE NO. 102 3039
In the Matter of)	
)	
P.C. Richard & Son, Inc.,)	
d/b/a Pcrichard.com,)	AGREEMENT CONTAINING
a corporation,)	CONSENT ORDER
)	
and)	
)	
P.C. Richard & Son, LLC,)	
d/b/a Pcrichard.com,)	
a limited liability company.)	
)	
)	
)	
_____)	

IT IS HEREBY AGREED by and between P.C. Richard & Son, Inc., d/b/a Pcrichard.com and P.C. Richard & Son, LLC, d/b/a Pcrichard.com by their duly authorized officers, and counsel for the Federal Trade Commission that:

1. Proposed 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. Proposed 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.

advertises, offers for sale, and sells a variety of products to retail customers, including refrigerators, freezers, clothes washers, dishwashers, and room air conditioners.

3. Proposed respondents admit all the jurisdictional facts set forth in the draft complaint.
4. Proposed respondents waive:
 - a. Any further procedural steps, including but not limited to those described in Sections 1.92-1.97 of the Commission's Rules of Practice, 16 C.F.R. §§ 1.92-1.97, and the Energy Policy and Conservation Act, 42 U.S.C. § 6303(d);
 - b. The requirement that the Commission's decision contain a statement of findings of fact and conclusions of law; and
 - c. All rights to seek judicial review or otherwise to challenge or contest the validity of the order entered pursuant to this agreement.
5. This agree

I.

IT IS ORDERED that, within five business days from the date of issuance 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.

Signed this ____ day of June, 2010.

P.C. Richard & Son, Inc., d/b/a Pcrichard.com

By: _____
TOM POHMER
Chief Financial Officer and Vice President
P.C. Richard & Son, Inc.

P.C. Richard & Son, LLC, d/b/a Pcrichard.com

By: _____
TOM POHMER
Chief Financial Officer and Vice President
P.C. Richard & Son, LLC

By: _____
EDWARD S. WACTLAR
Moomjian, Waite, Wactlar & Coleman, LLP
Counsel for respondents

FEDERAL TRADE COMMISSION

LAURA SCHNEIDER
MATTHEW J. WILSHIRE
Counsel for the Federal Trade Commission

