

UNITED STATES OF AMERICA
BEFORE FEDERAL TRADE COMMISSION

COMMISSIONERS: Jon Leibowitz, Chairman
William E. Kovacic
J. Thomas Rosb
Edith Ramirez
Julie Brill

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 In the Matter of)
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 P.C. Richard & Son, Inc.,)
 d/b/a Pcrichard.com,)
 a corporation,)
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 and)
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 P.C. Richard & Son, LLC,)
 d/b/a Pcrichard.com)
 a limited liability company.)
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DOCKET NO. C-4303

DECISION AND ORDER

The Federal Trade Commission having initiated an investigation of certain acts and practices of the Respondents named in the caption hereof, and the Respondents having been furnished the Bureau with a copy of a draft Complaint that the Bureau of Consumer Protection proposed to present to the Commission for its consideration and which, if issued by the Commission, would charge the Respondents with violation of the Rule Concerning Disclosures Regarding Energy Consumption and Water Use of Certain Home Appliances and Other Products Under the Energy Policy and Conservation Act, 16 C.F.R. Part 305 ("Appliance L

The Commission having thereafter considered the matter and having determined that it has reason to believe that the Respondents have violated the Appliance Labeling Rule, and that a Complaint should issue stating its charges in that respect, and having thereupon accepted the executed Consent Agreement, the Commission hereby issues its Complaint, makes the following jurisdictional findings ad entes the following Order:

1. Respondent P.C. Richard & Son, hc., 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. 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. 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.
3. The Federal Trade Commission has jurisdiction of the subject matter of this proceeding and of the Respondents, and this proceeding is in the public interest.

ORDER

DEFINITIONS

1. Unless otherwise specified, "Respondents" shall mean P.C. Richard & Son, Inc., d/b/a Pcrichard.com and P.C. Richard & Son, LLC, d/b/a Pcrichard.com and their successors and assigns

I.

IT IS ORDERED THAT, within five business days after the date of service of this Order, Respondents shall jointly and severally, pursuant to 42 U.S.C. § 6303(a) and FTC Rules of Practice 16 C.F.R. §§ 1.97-1.98, pay a 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 accrued in accordance with 28 U.S.C § 1961.

By the Commission.

SEAL:
ISSUED: October 20, 2010

Donald S. Clark
Secretary