

**112 3005**

**UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION**

**COMMISSIONERS:**

**Jon Leibowitz, Chairman  
J. Thomas Rosch  
Edith Ramirez  
Julie Brill**

**ie Br**

A. Long Windows Print Advertisement

50%  
SAVINGS  
GUARANO 0.0000 TD(R)Tj



**B. Long Windows Print Advertisement**

**50%  
ENERGY  
SAVINGS  
GUARANTEED\***

*AMAZING RESULTS!*

*Our energy use dropped so much after installing your windows — Dominion Virginia Power thought our meter was broken! We look forward to using Long Fence and Home for many years to come!*

*Derek and Jennifer H.  
Springfield, Virginia*

.....

\* 50% Energy Savings based on manufacturer's one year savings guarantee. Many factors determine actual savings and results may vary. Call for further details on our written savings guarantee.

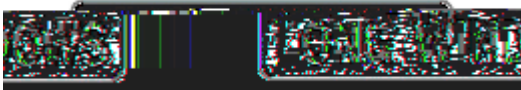
Exhibit B (Jan.-Nov. 2010) (Washington Post, Red Plum, Examiner).

**C. Long Windows Print Advertisement**

**U** Save 50% on  
Energy Bills - or  
**LONG<sup>®</sup> PAYS YOU!**

Exhibit C (Mar.-June 2009) (Washington Post, Red Plum, Examiner, Merchandiser).

**D. Long Windows Print Advertisement**



will save you more  
than other replacement windows.

Save More Money and Energy

.....

· 50% energy savings guarantee

Exhibit D (Sept. 2009) (Washington Post, Red Plum, Examiner, Merchandiser).

**E. Long Windows Internet Promotional Material**



We guarantee you'll save 50% on your heating and cooling costs - and cut your energy bills in half - when you install Long Windows throughout your home or we'll reimburse you the difference.[ ] Speak to your Long Windows consultant for full details.

Exhibit E (Sept. 2010) (<http://www.longwindows.com>).

**F. Long Windows Energy Saving Pledge:**

# 50% Energy Savings Guarantee

This pledges a savings of at least 50% of energy consumption for heating and cooling the residence listed below during the 12 month period beginning with the date of this ple

7. Through the means described in Paragraph 4, respondent has represented, expressly or by implication, that it possessed and relied upon a reasonable basis that substantiated the representation(s) set forth in Paragraph 6 at the time that the representation(s) were made.

8. In truth and in fact, respondent did not possess and rely upon a reasonable basis that substantiated the representation(s) set forth in Paragraph 6 at the time that the representation(s) were made. Therefore, the representation set forth in Paragraph 7 was false or misleading.

9. Respondent's practices, 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 fifth day of April, 2012, has issued this complaint against respondent.

By the Commission, Commissioner Rosch and Commissioner Ohlhausen not participating.

Donald S. Clark  
Secretary

**SEAL**