

**UNITED STATES OF AMERICA  
BEFORE THE FEDERAL TRADE COMMISSION**

**COMMISSIONERS:**        **Edith Ramirez, Chairwoman**  
                                 **Julie Brill**  
                                 **Maureen K. Ohlhausen**  
                                 **Joshua D. Wright**  
                                 **Terrell McSweeney**

---

<b>In the Matter of</b>	)	
	)	
<b>PHUSION PROJECTS, LLC,</b>	)	<b>DOCKET NO. C-4382</b>
<b>a limited liability company,</b>	)	
	)	
<b>JAISEN FREEMAN,</b>	)	
<b>individually and</b>	)	
<b>as an officer and owner of the company,</b>	)	
	)	
<b>CHRISTOPHER HUNTER,</b>	)	
<b>individually and</b>	)	
<b>as an officer and owner of the company,</b>	)	
<b>and</b>	)	
	)	
<b>JEFFREY WRIGHT,</b>	)	
<b>individually and</b>	)	
<b>as an officer and owner of the company.</b>	)	

---

**ORDER TO SHOW CAUSE AND ORDER MODIFYING ORDER**

The Commission issued a Complaint and a Decision and Order (“Order”) against Phusion Projects, LLC, Jaisen Freeman, Christopher Hunter, and Jeffrey Wright (“Respondents”) in Docket No. C-4382 on February 6, 2013. The Complaint alleged that Respondents had violated Sections 5 and 12 of the Federal Trade Commission Act, 15 U.S.C. §§ 45(a) and 52, in connection with the advertising and marketing of the flavored malt beverage product Four Loko. Part I.A. of the Order required Respondents to immediately request approval from the Department of the Treasury’s Alcohol and Tobacco Tax and Trade Bureau (“TTB”) to display an “Alcohol Facts” disclosure, in the form set forth in Order Attachment A1-A3, on flavored malt beverages in containers providing 1.2 or more fluid ounces of ethanol. Part I.B. of the Order required Respondents to display those labels commencing no later than ninety (90) days after receiving TTB approval. Commencing six (6) months after the date of issuance, the Order prohibited Respondents from selling flavored malt beverages in containers providing more than 1.5 fluid ounces of ethanol, unless the container was resealable.

Respondents

