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MEDIA ALERT

Consumer Protection Orders Imergent/StoresOnline to Cease and Desist
"Division alleges Companies violated Business Opportunity Disclosure Act"
(For immediate release...)

SALT LAKE CITY, Utah – Francine A. Giani, Executive Director of the Utah Department of Commerce, announced today that an Administrative Citation has been entered against Imergent, Inc. and its Internet company, StoresOnline, Inc., for violating the *Utah Business Opportunity Disclosure Act*. Division of Consumer Protection investigators claim both related companies sought to mislead consumers by selling business opportunities without being properly registered. The Act requires companies who sell business opportunities to register and make disclosures to the state and potential customers. Under conditions of the Citation, Imergent and StoresOnline must cease and desist misrepresenting themselves to consumers, register with the state, and pay a \$2500 fine.

"The volume of complaints against Imergent and StoresOnline turned the Division of Consumer Protection into a customer service department for these companies," said Francine A. Giani, "Both companies are selling business opportunities so they should register as such so consumers know what they are getting before they open their wallets."

The Division entered a settlement agreement with the companies in 2003, but a recent investigation and new evidence led to the current action. During the investigation, the Division received numerous consumer complaints from throughout the United States and Australia. After reviewing the case, the Division issued a letter June 2, 2006 asking the companies to register. When the companies failed to comply with the written warning, an Administrative Citation was issued. If the companies do not respond to the Administrative Citation, a final Order may be issued and the companies could face third degree felony charges.

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