

STEVE LEWIS
AND
SOCIAL LIFE NETWORKS INC.

This Director's Order was issued under s. 157.1 of the *Fair Trading Act* in response to, in the opinion of the Director, contraventions of the Act. As mandated by s. 157.1 of the *Fair Trading Act*, this Director's Order is part of the public record.

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DIRECTOR'S ORDER UNDER SECTION 157 OF THE FAIR TRADING ACT

TO

STEVE LEWIS and SOCIAL LIFE NETWORKS INC.

Issues

Steve Lewis is the President of Social Life Networks Inc., a corporation based in Burlington, Ontario that is operating in Alberta.

The Director is of the opinion that Mr. Steve Lewis and Social Life Networks Inc., in the ordinary course of business, through his agents, employees or representatives, has committed unfair practices against consumers, as follows:

A Calgary Sun classified advertisement, placed by Mr. Steve Lewis, on January 29, 2010, offered an Adult Entertainment phone service with an offer of "Live Free 2 Try".

An Alberta consumer dialed the Adult Entertainment phone line on six occasions on January 29, 2010 and on two occasions on February 1, 2010. The consumer subsequently received an invoice from Triton Global Business Services Inc. for the eight phone calls billed at \$39.95 plus \$2.00 G.S.T. per call, for a grand total of \$335.60.

The consumer had understood he could make these calls for free during the initial trial period. The consumer stated he was deceived and misled by this Calgary Sun classified advertisement.

Legislation

These activities constitute unfair practices including but not restricted to:

The Fair Trading Act, Section 6(4) The following are unfair practices if they are directed at one or more potential consumers:

- (a) a supplier's doing or saying anything that might reasonably deceive or mislead a consumer;
- (o) a supplier's representation that a specific price benefit or advantage exists if it does not.

Alberta ■

Business Response

Mr. Steve Lewis advised the "Free to Try" portion of the transaction process enables the caller to dial a local number or a toll free number, without charge, in order to obtain some additional basic information regarding the service being offered. The call is not free to try the Adult Entertainment and the caller will incur costs to receive this service.

Mr. Steve Lewis is not prepared to remove the "Free to Try" statement in his advertisements in the Calgary Sun.

Order

- Steve Lewis and Social Life Networks Inc., and any employee, representative, agent or associate, must immediately stop engaging in any unfair practices with customers or potential customers. This includes advertising a "Free to Try" service if callers are only receiving basic information regarding the service being offered.

NON COMPLIANCE WITH ORDER

ANY PERSON WHO FAILS TO COMPLY WITH AN ORDER OF THE DIRECTOR UNDER SECTION 157 OF THE *FAIR TRADING ACT* CONTRAVENES THIS ACT AND IS GUILTY OF AN OFFENCE AND MAY BE PROSECUTED PURSUANT TO SECTION 163 OF THE *FAIR TRADING ACT*.



George Yates
Director of Fair Trading

Date: Sept 24, 2010