

9523231
B207387

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

VIEWERS. Close-ups of frozen dessert.

Super: **HEY**

Super: **IT'S OK**

Man with frozen dessert container.

Scoops of frozen dessert falling into dish.

Super: **It's FROZEN YOGURT**

Close-up of container of DPI.

Woman eating DPI.

PARAGRAPH SEVEN: Respondent knew or should have known that the representations set forth in PARAGRAPH FIVE were false and misleading.

PARAGRAPH EIGHT: The acts and practices of the respondent as alleged in this complaint constitute unfair or deceptive acts or practices and the making of false advertisements in or affecting commerce in violation of Sections 5(a) and 12 of the Federal Trade Commission Act.

Therefore, the Federal Trade Commission this thirtieth day of October, 1996, has issued this complaint against respondent.

By the Commission.

Donald S. Clark
Secretary

SEAL: