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27 28 Spokane, WA 99212.MSD also conducts business from offices locatet675 Addison Road, Suite 201, Addison, TX 75001. Msansacts or has transacted business in this district and throughout the United States.

- DefendanBoost Commerce, Inc("Boost"), is a Texas corporation 7. with its registered address 2at 1 E. Th Street, Suite 620, Austin, TX, and its principal place obusiness at 6775 Addison Road, Suite 201, Addison, 75001 Boosttransacts or has transacted business in this district and throughout the United States
- 8. DefendantGeneration Y Investments, LLC("Gen Y"), is a Washingtorlimited liability companywith its registered address 6221 N. Argonne Road, Spokane, WA 9921@en Ytransacts or has transacted business in this district and throughout the United States.
- 9. DefendantKyle Lawson Dove("Dove") is an officer and managing member of MSD, Boost, and Gen Y. At all times material its Chomplaint, acting alone or in concert with others has formulated, directed, controlled, had the authority to control, or participated in the acts paraetices of MSD, Boost and GenY, including the acts and acticesset forth in this Complaint. Defendant Dove directs and contils MSDs sales and marketing department created or oversaw the creation of MSD's marketing and training materials and the training of MSD sales agents a signatory on some of MSD's bank accounts and the bank accounts of Boost and Gen Y; almads responded to a civil investigative demand from the Washington Attorney General's Office on behalf of MSD veresides or has resided in this district and, donnection with the matters alleged herein transacts or has transacted business in this district and throughout the United States.
- DefendantShane Patrick Hurley ("Hurley") is an officer and 10. managing member of MSD, Boostnd Gen Y At all times materilate this Complaint, acting alone or in concert with others, has formulated, directed,

COMMERCE

12. At all times material to this Complainteftendant havemaintained a substantial course of trade in or affecting commerce, as "commerce" is defined in Section 4 of the FTC Act, 15 U.S.§44.

DEFENDANTS' BUSINESS ACTIVITIES

13. Independent Sales Organizatio(f1SOs") are independent sales agents for financial institutions that are members of creft(9)((0a))(1ct)(9)(2(1)e)(1ea)=5(09)(5000006)

consumersimpressions that the agents are related to the consumers' current payment processors, Visa or Masterd, or the banks.

- that defendants can offer them a lower discount rate, based on the consumers' monthly volume of sales transactions made with credit or **debils**. In numerous instances, defendants' agents tell consumers that they are there to "upgrade" their current processing services to get them a lower discount **Usten** billing statements that the brane shave received from their current payment processors defendants' agents compute a "cost analysis," which compares the processing fees the consumers currently paying with those the transactions agents compute a "cost analysis," which compares the processing fees the consumers currently paying with those the transactions and the processing fees the consumers currently paying with those the transactions agents compared to the processing fees the consumers currently paying with those the transactions agents and the processing fees the consumers currently paying with those the transactions are the processing fees the consumers currently paying with those the processing fees the consumers currently paying with those the processing fees the consumers currently paying with those the processing fees the consumers currently paying with those the processing fees the consumers currently paying with those the processing fees the consumers currently paying with those the processing fees the consumers currently paying with those the processing fees the consumers currently paying with those the processing fees the consumers currently paying with those the processing fees the consumers currently paying with those the processing fees the consumers currently paying with those the processing fees the consumers currently paying with those the processing fees the consumers currently paying with those the processing fees the consumers currently paying with those the processing fees the consumers currently paying with the processing fees the pr
- 17. The salesagents typically quote a discount rate that is considerably lower than the rate theonsumers currently are paying. The agents represent this rate is the only processing rate theonsumers will be required to pay if they usedefendants' services. Defendants claim that they can offer that rate becausedefendants eliminate the "middleman" in the processing transaction and, therefore, the rates a "wholesale" rate. In some instances, they tell consumers that, because of changes in the law, they can now offer them lower rates. Defendants agents also quote a fixed-prensaction fee that consumers be required to pay. In numerous instantes, agents doot mention any other fees. If consumersask if there are any other fees, in numerous instantes, agents say no.
- 18. Defendants deditionally offer card processing terminals, also known as card swipe terminals ("terminalsfor consumes to lease. The terminals are subject to two tofour-year leases betweensumers and third-party leasing companies.

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- 19. To induce consumer to sign the new equipment leases (endants' agents claim that the consumer surrent terminals are outdated or incompatible with defendants' services, or that the new terminals are cessary part of defendants' services Defendants agents claim that even with higher lease payments consumers will save money on processing services rall because of defendants' low rates In numerous other instances fendants' agents tell consumers that three w terminals are free.
- 20. Defendants' sales agents assensumers o sign documents in the spot that include a Merchant Application and Agreement ("Processinglication") and a lease for a terminal Terminal Lease"). In some casesetendants' agents tell consumershat, by signing the Processing Application and Terminal Lease they are not committing and can cancel at any time. In other insta**eters**dants' agents tell consumers that they are merely signing an application for processing and are not contractual bound until the acquiring bank accepts the contract The sales agents do not show consumadire thepages of the Processing polications and Terminal LeasesThese documents damin numerousfine print terms and conditions In fine print, he Processing Polications incorporate by reference anotherdocument of an addition 40-50 pages of fine print terms and conditions that can only be accessed through defendants' web site by scrolling to the bottom of the web site page and clicking on a link titled "Meant Services Program" Guide" Agents do not direct consumers to the document on the web site before they sign. Agents also use tactics that prevent or discourage consumers from reading the documents at are presented to then Typically, the sales agents do not leave copies of tsedocuments with consumers.
- 21. To induce consumets purchase defendants and processing services and goods defendants also ave disseminated or caused to be disseminated advertisements for their card processing services and soon their web site, www.msdmerchants.com. As in their piers on sales visits efendants claim or

have claimed on their web siteaththey offer "Guaranteed Lowest Rates" for processing card payments, that consumers "save 30 60% with whole sale processing" [sic], and that effendants' "unique style of pricing guarantees drastic savings for businesses that already except bank cards" [sio] ther versions of their web site, defendants claim or have claimed that consumer's ee anywhere from 20% to 30% savings when switching to MSD."

- transactionand their rates are not wholesale rates. Defendants tomer's card processing is actually done by a thindirty processor, notifically, consumers are forced to pay more for processing through defendants than they were paying through the former processor and consumers on their card processing. In numerous instances, consumers do not save defendants do not have support for these claimed savings. Consuminates defendants are defendants on additional processing rate, called a surcharge, for certain types of card transactions, whichefendants' agents do not tetinsumes about in their sales presentations. These surcharges are an additional percentage of the transaction amount and are described in the fine print patighes contract that many of the consumeds not see at the time of signing.
- 23. Many consumers who use defendants' services also charged miscellaneous fees that appear on the sumes' statements. Defendants' sales agents do not tell consuments out these additional miscellaneous fees in their sales presentations. The siscellaneous fees so are not disclosed or are inadequately disclosed the fine print pages of the contract that many consumers do not see before signing
- 24. In numerous instances, defendants ndb provide free terminato consumers and many consumers to not need upgraded equipment to use

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consumersusually only in response to such complain to complain to we generally not provided refunds to or waived feess consumers who have been misled by defendants' sales agents.

VIOLATIONS OF SECTION 5 OF THE FTC ACT

- 28. Section 5(a) of the FTC Act, 15 U.S.C. § 45(a), prohibits "unfair or deceptive acts and practices in or affecting commerce."
- 29. Misrepresentations or deceptive omissions of material fact constitute deceptive acts or practices prohibited by Section 5(a) of the FTC Act.

Count I

Deception Misrepresentations

- 30. In numerous instances in connection with the advertising, marketing, promoton, offering for saleor saleof credit and debit card processing goods or services defendants have represented, directly or indirectly, expressly or by implication, that:
 - a. Defendants are affiliated with consumer current credit and debit card process

- e. Consumerswho purchase goods and services that defendates will receive freeupgraded or newterminals for accepting credit and debit cards.
- 31. In truth and in factin numerous instances in which the fendants have made the representation Paragraph (3) of this Complaint:
 - a. Defendants are not affiliated with consumers' curremedit and debit card processors and are not merely offering additional or upgraded payment processing ods or services
 - b. Consumers who purchase goods or services that endants offer do not save substantial money on their card processing expenses;
 - c. Consumers' existing terminals aret outdated or incompatible with defendants' payment processing services, consumers do not need to lease or purchase from defendants new terminals for accepting credit and debit cards
 - d. Consumers who sign Processing Applications and Terminal Leases for defendants' payment processing pods or services recontractually bound by their signatures and not cancel at any time without penalty and
 - e. Consumerswho purchase goods and services the dendantsoffer do not receive ree upgraded or newterminals for accepting credit and debit cards.
- 32. Therefore defendants' representations set forth in Paragraph 3 are false and misleading and constitute ceptive actor practices in violation of Section 5(a) of the FTC Act, 15 U.S.C. § 45(a).

Count II

Deception UnsubstantiatedSavings Claim

33. In numerous instances in connection with the advertising, marketing, promotion, offering for sale, or sale of credit and debit card processing goods or

services defendants have represented defectly or indirectly, expressly or by implication, that consumers who purchase card processing goods and services from defendants will save pecific amounts and month in their card processing expenses including "20% to 30%" and "30% to 60%"

34. The representation set forth in paragraphwas not substantiated at the time the representation as made

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- b. Terminal Leasesarebinding and noncancellablecontracts for terminals with a third party, and
- c. Consumers who sign Terminal Leases will be required to make payments on those leases regardless of whether the yearse t terminals or continue using fendants' services.
- 38. This additional information would be material to consumers decidingwhetherto purchase the card processing goods or service settleant dants sell.

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