

UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION

*In the Matter of*

TRU-VANTAGE INTERNATIONAL, L.L.C. a limited liability company.

DOCKET NO.

COMPLAINT

The Federal Trade Commission, having reason to believe that Tru-Vantage International, L.L.C., a limited liability company ("respondent"), has violated the provisions of the Federal Trade Commission Act, and it appearing to the Commission that this proceed

out not limited to, Howard Berg's Mega Reading.

ent's advertisements include, but are not limited to, program-length television  
ls which run for 30 minutes or less and fit within normal television broadcasting time  
ondent's television commercials were and are broadcast on network, independent and  
ision stations throughout the United States. Several of the respondent's television  
ls are identified as "Vantage Point with host Kevin Trudeau."

and practices of respondent alleged in this complaint have been in or affecting  
as "commerce" is defined in Section 4 of the Federal Trade Commission Act.

ent has created, disseminated or has caused to be disseminated advertisements for  
eBemt how to read faster but to comprehend, retain and stay focused. . . .  
ated learning system that doesn't just teach you to read

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9. In truth and in fact, respondent did not possess and rely upon a reasonable basis that substantiated the representation set forth in Paragraph 6, at the time the representation was made. Therefore, the representation set forth in Paragraph 8 was, and is, false or misleading.

10. The acts and practices of respondent as alleged in this complaint constitute unfair or deceptive acts or practices in or affecting commerce in violation of Section 5(a) of the Federal Trade Commission Act.

THEREFORE, the Federal Trade Commission this day of , 199 , has issued this complaint against respondents.

By the Commission.

Donald S. Clark  
Secretary

SEAL