

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

TO

1108915 ALBERTA LTD. operating as STAR INDUSTRIES

AND TO

DEAN MARSHALL, DIRECTOR

AND TO

**ANY EMPLOYEE, REPRESENTATIVE, AGENT OR ASSOCIATE OF
1108915 ALBERTA LTD. operating as STAR INDUSTRIES AND DEAN
MARSHALL**

Issues

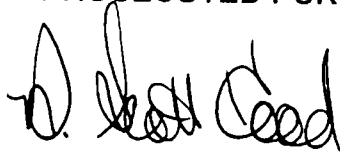
Dean Marshall, sole director of 1108915 Alberta Ltd. operating as Star Industries, was issued a conditional Direct Selling Business Licence authorized to sell vacuum cleaners in Alberta, on September 25, 2007, on the agreed upon condition that he will not mislead or deceive potential consumers of the true purpose of a survey or gift promotion in an attempt to make in-home presentations.

The Director is of the opinion that Mr. Marshall, in the ordinary course of business, through his agents, employees or representatives, has committed unfair practices against consumers, as follows.

A consumer located in Brooks, Alberta purchased a Tristar vacuum on February 25, 2009 from Star Industries. The Sales consultant advised the consumer that he would receive two free round trip airline tickets to Orlando, Florida with the purchase of the vacuum. After receiving the airline ticket vouchers from TriplePlayTrips.com, the consumer discovered that in order to receive the airline tickets, he would have to stay at a specific resort at a cost of \$199.00 per night for a minimum seven consecutive nights. In a statement provided by the sales consultant, he advised that he was unaware of the requirement for the consumer to stay at a specific resort for a minimum number of nights. On April 6, 2009, the consumer sent a letter to Star Industries requesting cancellation of his contract because of the misrepresentations made by Mr. McLeod. On May 28, 2009, Mr. Marshall visited the consumer and

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*.

A handwritten signature in black ink, appearing to read "S. Hood", written in a cursive style.

Scott Hood
Director of Fair Trading (as delegated)
October 27, 2009