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Attorney General Bill McCollum News Release

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[en Español](#)**Internet Company Sued for Deceptive Advertisements of "Free" Gifts**

~ Lawsuit alleges consumers may have been deceived about requirements to obtain "gifts" or "prizes" ~

TALLAHASSEE, FL – Attorney General Bill McCollum today announced that his office has sued a Delaware company headquartered in Boca Raton, alleging the company's advertising may deceive consumers about offers of "free" gifts or prizes. World Avenue U.S.A., LLC, and company chief executive officer NiuNiu Ji are named in the Attorney General's lawsuit, which cites significant problems stemming from the company's internet marketing practices, including concerns that consumers may be misled as they attempt to claim free offers of merchandise.

"My office is vigilant about anything that appears to be a deliberate attempt to misinform or mislead Floridians," said Attorney General McCollum. "I urge all consumers to be very cautious of any "free" gift offers. Things that sound too good to be true usually are."

The Attorney General's Economic Crimes Division has been investigating the company, which has operated under the name NIUTech and a myriad of others, since 2006. The investigation revealed that consumers typically encounter the company through e-mail solicitations, internet "pop-up" windows, or paid advertisements linked to Google and other search engines. The advertisements convey that consumers can receive "free" merchandise if certain program requirements are met. The Attorney General's investigation focused on determining whether or not the promotional merchandise was actually "free," and, if not, determining whether the terms and conditions for receiving the promotional items were clearly and conspicuously disclosed, in a manner which would not be likely to mislead consumers.

After extensive review of the company's promotional offers, investigators concluded that neither the "Program Details" or "Terms and Conditions" found on the websites associated with the company's offers clearly disclosed important caveats to the promotions. Disclaimers should have stated that every "free" gift required the consumer to make one or more cash purchases, that the combined dollar amount of purchases required to receive the gift could exceed the retail value of the "free" gift. The total cost necessary to obtain the "free" gift should have also been disclosed. Additionally, the lawsuit cites concerns that consumers were misinformed about the process for obtaining the free prize, including misleading statements about when the process would conclude.

Notice of the Attorney General's lawsuit was sent to governmental authorities in the U.S. Virgin Islands, where Niuniu Ji has relocated. Corporations similar to World Avenue have already been formed in the Virgin Islands, Ireland and Bermuda. The Attorney General was contacted by a government official in the Virgin Islands, who was investigating the businesses' request for various tax incentives. Those requests are currently still under review.

Below is a compilation of names under which World Avenues has been known to conduct business:

The Useful, LLC, Jinius Corporation, Net Radiance, The Useful.com, Emarket Researchgroup, Netprime, Theuseful, Theuseful.com, Earn-Free-Gifts, Get a Gift Online, Online Easter Gifts, Great Gift Rewards, Funny Free Clips, America's Top Brands, Your Smart Rewards, Incentive Reward Center, Superb Rewards, Consumer Incentive Reward, Get Your Free Bracelet, Online Gift Rewards, Premiere Gift Center, Your Exclusive Rewards, Online Mother's Day Gifts, United Opinion Panel, Consumerincentivepromotion, Mychoicerewards.com, Incentivegiftcenter.com, Productopinionpanel.com, 123specialgifts.com, Topgiftincentives.com, Expwards.com, Myselectgifts.com, Incentive gift center, My choice rewards, Product Opinion Panel, 123 Special Gifts, Top Gift Incentives, My Select Gifts, Program Reward Center, Online Reward Center,

Choice Survey Group, My Premium Rewards, American Survey Panel, Online Survey Panel, EMarket Ads, National Survey Panel, Credit for 1 Year, Consumer Taste Panel, Brand Survey Panel, Shield Your PC, National Issue Panel, Smart Gift Rewards, My First Savings Bond, My Great Rewards, Premium Products Online, Consumer Gift Center, Exclusive Gift Center, Exclusive Gift Cards, My Great Incentives, Consumers Choice Rewards, Reward Gift Center, My Cool Rewards, Top Choice Incentives, My Exclusive Rewards, My Supreme Rewards, Premium Holiday Gifts, Reward Center USA, Exp Rewards, Jinius, Free Hot Gifts, I Got My Free Gift, Hot Gift Zone, Online Promo for You.

January 02, 2008



Active Public Consumer-Related Investigation

The case file cited below relates to a civil -- not a criminal -- investigation. The existence of an investigation does not constitute proof of any violation of law.

Case Number: L06-3-1089

Subject of investigation: NIUTech, LLC, Niupercent, Inc., World Avenue U.S.A., LLC, World Avenue Holdings, LLC, The Useful, LLC, Jinius Corporation, Net Radiance, The Useful.com and Niuniu Ji (d/b/a Emarket Reseeearchgroup, Netprime, Theuseful, Theuseful.com, Earn-Free-Gifts, Get a Gift Online, Online Easter Gifts, Great Gift Rewards, Funny Free Clips, America's Top Brands, Your Smart Rewards, Incentive Reward Center, Superb Rewards, Consumer Incentive Reward, Get Your Free Bracelet, Online Gift Rewards, Premiere Gift Center, Your Exclusive Rewards, Online Mother's Day Gifts, United Opinion Panel, Consumerincentivepromotion, Mychoicerewards.com, Incentivegiftcenter.com, Productopinionpanel.com, 123specialgifts.com, Topgiftincentives.com, Expwards.com, Myselectgifts.com, Incentive gift center, My choice rewards, Product Opinion Panel, 123 Special Gifts, Top Gift Incentives, My Select Gifts, Program Reward Center, Online Reward Center, Choice Survey Group, My Premium Rewards, American Survey Panel, Online Survey Panel, EMarket Ads, National Survey Panel, Credit for 1 Year, Consumer Taste Panel, Brand Survey Panel, Shield Your PC, National Issue Panel, Smart Gift Rewards, My First Savings Bond, My Great Rewards, Premium Products Online, Consumer Gift Center, Exclusive Gift Center, Exclusive Gift Cards, My Great Incentives, Consumers Choice Rewards, Reward Gift Center, My Cool Rewards, Top Choice Incentives, My Exclusive Rewards, My Supreme Rewards, Premium Holiday Gifts, Reward Center USA, Exp Rewards, Jinius, Free Hot Gifts, I Got My Free Gift, Hot Gift Zone, Online Promo for You,)

Subject's address: 6001 Broken Sound Parkway, Suite 200, Boca Raton, FL 33487

Subject's business: Telemarketing

Allegation or issue being investigated: Advertising "free" Dell laptop or other incentive rewards for completion of an online survey. In fact, the laptops are not "free" and require purchases, not just completion of an online survey. Failure to conspicuously disclose all terms and conditions for obtaining the promotional gifts. Consumers also complain either that the website malfunctions, prohibiting them from obtaining the promised reward or that the number of purchases necessary to obtain the reward increases.

AG unit handling case: Economic Crimes Division in West Palm Beach, Florida

[View](#) contact information for West Palm Beach.