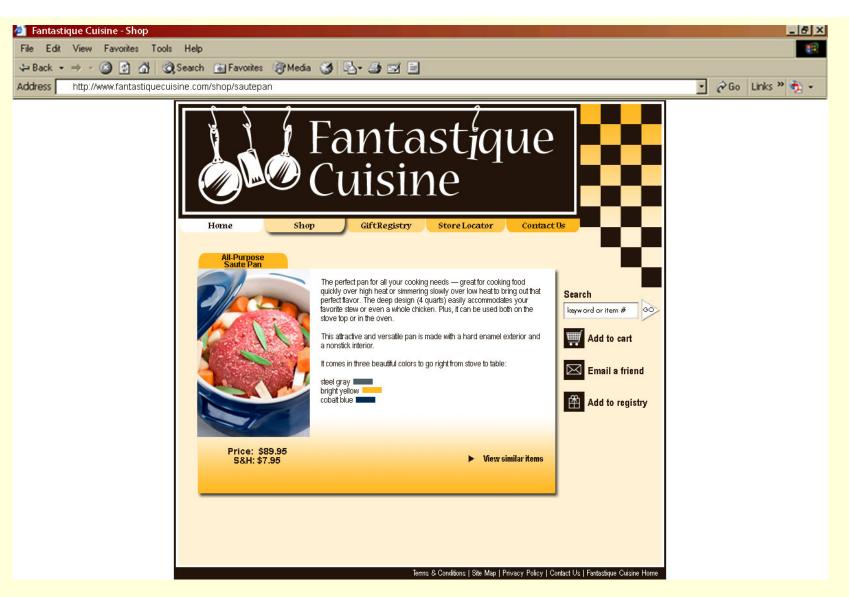


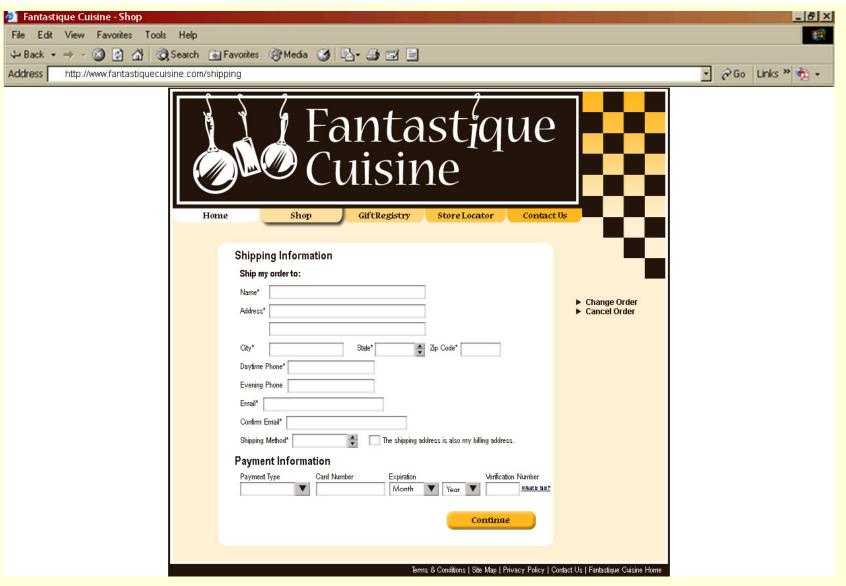
Panel 4: Making Effective Disclosures in Negative Option Marketing Online



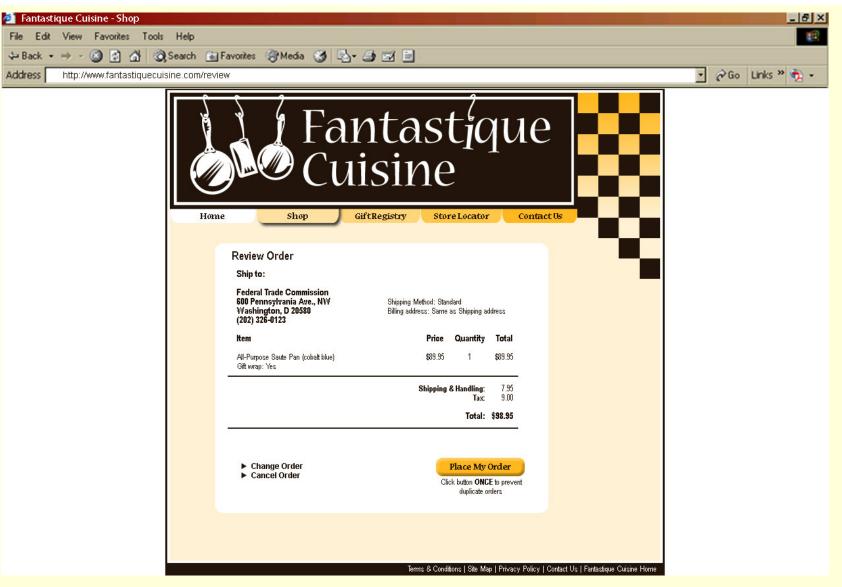








Negative Options





Negative Option Feature

- Purchasing the pan <u>automatically</u> enrolls consumers in a 30-day free trial of Closet Gourmet Cook's Club
- Consumers will receive a free recipe file box in the mail and monthly recipes by email, along with restaurant discounts
- If consumers do not cancel within the 30-day trial, they will be charged \$4.95 a month, on the card used to buy the pan
- Membership will continue indefinitely until consumers cancel
- Closet Gourmet Cook's is a separate company from Fantastique Cuisine, seller of the pan

