

Nova Channel AG

Advertisement: *The advertiser offered, for a fee, to place subscribers company information in a business directory and invited the consumer to verify the company details already printed on the form, and then to sign the response. The complainant believed that the mailing was misleading because it was not clearly marked that by returning the signed form with approval of the company details, it automatically placed an order. The complainant was consequently being chased for payment.*

The Swiss authorities (at local and federal level) have investigated this case, and have taken **NOVA CHANNEL AG** to both courts. The outcome of the decision has not been published yet. At this stage, the Swiss SRO, CSL, is no longer competent.

Please address your complaint directly to :

Stadtpolizei
Hirschengraben 17A
CH-6002 Lucerne
Switzerland
Phone +41 41 248 81 17

Nevertheless, in July 2006, The **Italian Authority for Competition and Market** (Autorità Garante della Concorrenza e del Mercato), enforcing directive on misleading and comparative advertising, has adjudicated a case against **NOVA CHANNEL AG** regarding the advertising of "TOURIST DIRECTORY". The advertisement has been declared non compliant with a previous court decision, which considered the communication misleading, as it was not clear that returning the mailing form signed constituted an order.

You can find copy of the decision in the website of the Authority www.agcm.it, searching for NOVA CHANNEL.

Any further development will be posted on our website <http://www.easa-alliance.org/>