UNITED STATES OF AMERICA BEFORE FEDERAL TRADE COMMISSION

COMMISSIONERS:	Jon Leibowitz, Chai William E. Kovacic J. Thomas Rosch Edith Ramirez Julie Brill	rman	
In the Matter of)))	
Universal Computers and Electronics, Inc d/b/a Appliancebestbuys.com, a corporation.)))	File No. 102 3040
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NOTICE OF PROPOSED CIVIL PENALTY

- 1. The Federal Trade Commission ("FTC" or "Commission") hereby provides this Notice of Proposed Civil Penalty ("Notice") to Universal Computers and Electronics, Inc., d/b/a Appliancebestbuys.com ("Respondent"). Specifically, the Commission proposes a \$540,000 civil penalty for violations of the Energy Policy and Conservation Act, 42 U.S.C. 6201 et seq., and the Commission's Rule Concerning Disclosures Regarding Energy Consumption and Water Use of Certain Home Appliances and Other Products Under the Energy Policy and Conservation Act, 16 C.F.R. Part 305 ("Appliance Labeling Rule").
- 2. Pursuant to Commission Rule 1.93(b), Respondent has thirty (30) days from receipt of this Notice to elect either the procedures set forth in Rule 1.95 or those set forth in Rule 1.94. Respondent must file the election in accordance with Commission Rule 4.2 and may include a response explaining why the proposed penalty should not issue, should be reduced, or should otherwise be modified. The Commission will then make a final determination regarding the need for, and amount of, any civil penalty. If Respondent chooses to follow Rule 1.94, or fails to make a timely selection, the Commission may issue a complaint and follow the procedures set forth in 16 C.F.R. Part 3.

3.	For your convenience the Commission has attached copies of the relevant Rules.
Additio	onally, pursuant to Rule 1.93, please find attached a copy of the proposed complaint
against	Respondent.

Issued this twentieth day of October, 2010, against proposed Respondent.

Donald S. Clark Secretary

SEAL: