



FTC-NAD WORKSHOP ON EFFECTIVE DISCLOSURES IN ADVERTISING

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Federal Trade Commission
600 Pennsylvania Avenue, N.W., Room 432
Washington, DC 20580

LetsGoTV Hypothetical

B3 Innovations is about to launch its newest product, LetsGoTV.

LetsGoTV is a handheld color television that weighs two pounds and is about the size of a paperback book. It receives local television reception. Although the same size and weight as competitive products, LetsGoTV's screen is substantially larger than any other handheld TV on the market. B3 Innovations sells the device for \$399.

LetsGoTV also has the capability to receive cable channels via satellite. To get popular cable stations such as Box Seat Sports, Broadcast News Network, and ShoMax, consumers must pay a "premium service" fee of \$49.95 a month and purchase a separate antenna for \$99. The four-inch antenna easily attaches to the top of the device. Without the antenna and the premium service option, users can still receive local television stations.

Consumers who sign up for twelve months of LetsGoTV's premium service can get a \$200 rebate of the \$399 purchase price at the end of the twelve-month period. Twelve months of LetsGoTV premium service costs a total of \$599.40 (twelve months @ \$49.95 per month). Consumers who cancel service before the end of the twelve-month period will void the rebate and incur a \$50 cancellation fee.

LetsGoTV cannot get reception of local or cable channels inside buildings, inside cars, or in other enclosed spaces.

NOTE: Any resemblance to actual products is unintentional.