

STATE OF IOWA
DEPARTMENT OF COMMERCE
UTILITIES BOARD

<p>IN RE:</p> <p>OFFICE OF CONSUMER ADVOCATE,</p> <p style="padding-left: 40px;">Complainant,</p> <p style="padding-left: 40px;">vs.</p> <p>800 DIRECT, INC.,</p> <p style="padding-left: 40px;">Respondent.</p>	<p style="text-align:center">DOCKET NO. FCU-05-58</p>
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**ORDER DOCKETING FOR FORMAL PROCEEDING,
APPROVING SETTLEMENT AGREEMENT, AND
ASSESSING CIVIL PENALTY**

(Issued September 28, 2005)

On August 29, 2005, the Consumer Advocate Division of the Department of Justice (Consumer Advocate) filed with the Utilities Board (Board) a petition for a proceeding to consider a civil penalty for an alleged cramming violation committed by 800 Direct, Inc. (800 Direct). The petition arose from an informal complaint proceeding identified as File C-05-151. Consumer Advocate asserts that 800 Direct placed unauthorized charges on the complaining consumer's telephone bill in violation of Iowa's law against cramming, Iowa Code § 476.103 (2005).

The Board has reviewed the record to date and will docket File C-05-151 for formal proceeding, identified as Docket No. FCU-05-58.

On September 20, 2005, Consumer Advocate and 800 Direct filed a joint motion for approval of a settlement agreement contained in the motion. The settlement agreement addresses all issues in the docket and includes a monetary penalty against 800 Direct in the total amount of \$250, which is to be paid within 30 days of the date of this order.

The Board has reviewed the settlement agreement and will approve it. The settlement agreement is reasonable in light of the record, conforms with all applicable statutes and rules, and is in the public interest. 199 IAC 7.2(11).

IT IS THEREFORE ORDERED:

1. The petition for proceeding to consider a civil penalty filed by the Consumer Advocate Division of the Department of Justice on August 29, 2005, is granted. File C-05-151 is docketed for formal proceedings, identified as Docket No. FCU-05-58.
2. The "Joint Motion for Approval of Settlement Agreement" filed in this docket on September 20, 2005, is approved.
3. Pursuant to Iowa Code § 476.103 and the "Settlement Agreement" filed in this docket on September 20, 2005, 800 Direct, Inc., is assessed a civil penalty in the total amount of \$250. Payment, in the form of a check made payable to the Iowa Utilities Board, should be forwarded to the Executive Secretary of the Iowa Utilities Board at 350 Maple Street, Des Moines, Iowa 50319-0069. Payment is due within 30

days of the date of this order. The docket number listed on this order shall be listed on the check or in the accompanying correspondence.

UTILITIES BOARD

/s/ John R. Norris

/s/ Diane Munns

ATTEST:

/s/ Judi K. Cooper
Executive Secretary

/s/ Curtis W. Stamp

Dated at Des Moines, Iowa, this 28th day of September, 2005.