

Negative **O**ptions

**An FTC Workshop Analyzing
Negative Option Marketing**

Panel 4: Making Effective Disclosures in Negative Option Marketing Online

Fantastique Cuisine

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All-Purpose Sauté Pan



The perfect pan for all your cooking needs — great for cooking food quickly over high heat or simmering slowly over low heat to bring out that perfect flavor. The deep design (4 quarts) easily accommodates your favorite stew or even a whole chicken. Plus, it can be used both on the stove top or in the oven.

This attractive and versatile pan is made with a hard enamel exterior and a nonstick interior.

It comes in three beautiful colors to go right from stove to table:

- steel gray
- bright yellow
- cobalt blue

Price: \$89.95
S&H: \$7.95

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You have added the following item(s) to your shopping cart:

All-Purpose Saute Pan (cobalt blue)	1
Gift Wrap?	X

Total: \$89.95
+ (S&H) 7.95
\$97.90

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Ship my order to:

Name*

Address*

City* State* Zip Code*

Daytime Phone*

Evening Phone

Email*

Confirm Email*

Shipping Method* The shipping address is also my billing address.

Payment Information

Payment Type Card Number Expiration Month Year Verification Number [What is this?](#)

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Review Order

Ship to:
Federal Trade Commission
600 Pennsylvania Ave., NW
Washington, D 20580
(202) 326-0123

Shipping Method: Standard
Billing address: Same as Shipping address

Item	Price	Quantity	Total
All-Purpose Sauté Pan (cobalt blue) Gift wrap: Yes	\$89.95	1	\$89.95
Shipping & Handling:			7.95
Tax:			9.00
Total:			\$98.95

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Negative Option Feature

- Purchasing the pan automatically 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

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