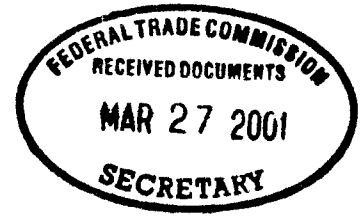


UNITED STATES OF AMERICA
BEFORE FEDERAL TRADE COMMISSION



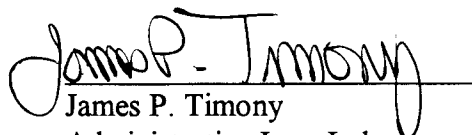
In the Matter of)
)
NATURAL ORGANICS, INC.,)
a corporation, and)
)
GERALD A. KESSLER,)
individually and as an officer)
of the corporation.)

DOCKET NO. 9294

SECOND REVISED SCHEDULING ORDER

- April 3, 2001 - 2:00 p.m. Telephonic status conference to report on discovery and settlement negotiations. The parties are also directed to meet and discuss contested issues of fact and simplification of the issues and the possibility of obtaining stipulations of facts.
- April 13, 2001 - Parties exchange rebuttal expert reports.
- April 27, 2001 - Close of discovery, other than discovery permitted under Rule 3.24(a)(4).
 - Deadline for depositions on rebuttal expert opinions.
- May 4, 2001 - Deadline for filing motions for summary decision.
- May 18, 2001 - Exchange final proposed witness and exhibit lists, including designated testimony to be presented by deposition, and a brief summary of the testimony of each witness and copies of exhibits not previously provided. The final proposed witness lists may not include additional witnesses not listed in the preliminary or revised preliminary witness lists previously exchanged unless good cause is shown.

- May 22, 2001 - Deadline for filing responses to motions for summary decision.
- May 25, 2001 - Deadline for filing motions *in limine* and motions to strike.
 - Exchange responses to any designated deposition testimony.
- June 1, 2001 - Exchange proposed stipulations of law, facts, and authenticity.
 - Deadline for filing responses to motions *in limine* and motions to strike.
- June 8, 2001 - Exchange responses to proposed stipulations of law, facts, and authenticity.
- June 15, 2001 - File final stipulations of law, facts, and authenticity. Any subsequent stipulations may be filed as agreed by the parties.
- June 20, 2001 - File pretrial briefs, limited to 15 pages, identifying the legal matters, supported by legal authority, and factual matters to be decided by the Administrative Law Judge.
- June 25, 2001 - Final prehearing conference to be held at 10:00 a.m. in room 532, Federal Trade Commission Building, 600 Pennsylvania Avenue, N.W., Washington, D.C. The parties are to meet and confer prior to the conference regarding trial logistics and proposed stipulations of law, facts, and authenticity and any designated deposition testimony. All trial exhibits will be admitted or excluded. All outstanding evidentiary or other pending motions (except motions for summary decision) and any matter that may aid in the orderly and expeditious disposition of the case will be resolved.
- June 26, 2001 - Commencement of Hearing, to begin at 10:00 a.m. in room 532, Federal Trade Commission Building, 600 Pennsylvania Avenue, N.W., Washington, D.C.


James P. Timony
Administrative Law Judge

Dated: March 27, 2001