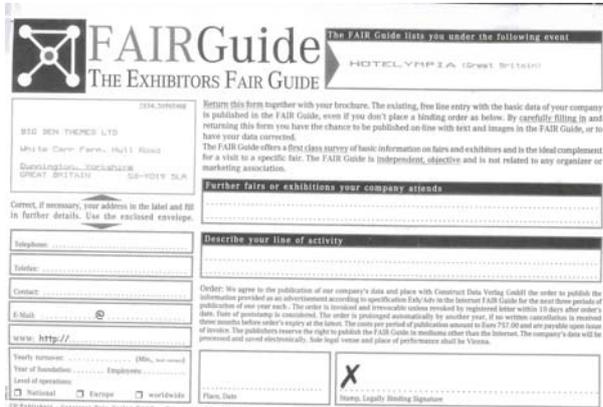


Construct Data Publishers Verlag (CDPV)

Image of advertisement:



FAIRGuide
 THE EXHIBITORS FAIR GUIDE

Return this form together with your brochure. The existing, free line entry with the basic data of your company is published in the FAIR Guide, even if you don't place a binding order as below. By carefully filling in and returning this form you have the chance to be published on line with text and images in the FAIR Guide, or to have your data corrected. The FAIR Guide offers a first class survey of basic information on fairs and exhibitors and is the ideal complement for a visit to a specific fair. The FAIR Guide is independent, objective and is not related to any organizer or marketing association.

Further fairs or exhibitions your company attends

Describe your line of activity

Order: We agree to the publication of our company's data and place with Construct Data Publishers Verlag GmbH the order to publish the information provided as an advertisement according to specifications Early fair in the Internet FAIR Guide for the next three periods of publication of one year each. The order is irrevocable and non-transferable unless stated otherwise. If there are other orders, their date of promulgation is considered. The order is prorogated automatically by another year, if no written cancellation is received three months before order's expiry of the issue. The order per period of publication amount to Euro 750,00 and are available upon issue of invoice. The publishers reserve the right to publish the FAIR Guide in mediums other than the Internet. The company's data will be processed and saved electronically. All legal issues and place of performance shall be Vienna.

National Europe worldwide

Name, Legally Binding Signature

Advertiser details

Construct Data Publishers Verlag
 Ortsstr. 54, A-2331 Vösendorf, Austria
 Tel: 011 43/699 40 77-0
 Fax: 011 43/699 40 77-40

SRO details

Österreichischer Werberat (ÖWR)
 c/o Wirtschaftskammer Wien
 Schwarzenbergplatz 14
 A - 1040 VIENNA
 E-mail: Manfred.Pichelmayer@wkw.at
 Fax: +43 1 512 954 83796

Action required: SROs are asked to alert relevant parties concerning this advertisement, and complaints could be directly addressed to the Austrian Advertising Council (ÖWR)

Please act **immediately** on this information and forward to interested parties

Case details:

Construct Data publishers Verlag, located at the above address, has recently attracted a considerable number of complaints to self-regulatory organisations and consumer protection authorities across Europe, the US and Asia. The mailings from Construct Data Publishers Verlag contains an order form for an entry in the 'Fair Guide' and stated that the form should be completed and returned even if the recipient does not wish to place an order. However, the complainants subsequently discovered that signing the form had committed them to placing an order. They therefore considered the mailing to be misleading.

Complainant companies having signed up in error and thus were unwilling to pay the subsequent invoice, have been contacted by debt collecting agencies, such as Gravis Inkasso Gesellschaft A-1070 Wien, Lindengasse 41, which is the debt collector of Construct Data Publishers Verlag. The usual practice of the debt collector is that it sends collection notices, and later on calls daily, threatening to take the company to court. So far, no case is known to have been filed with a court.

Following repeated rulings of the Österreichischer Werberat (Austrian Advertising Council (ÖWR)) the case was transferred to the regional authorities of Lower Austria (Niederösterreich) for further investigation. The authorities did not find that the mailing concerned was in conflict with Austrian law. The ÖWR has therefore decided to support the individual legal proceedings by an Austrian company, which considers having been misled by Construct Data Publishers Verlag.

Furthermore, the debt collecting agency, Gravis Inkasso Gesellschaft is not registered according to the requirements of the Austrian law to carry out such services.