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Attorney General
OFFICE OF THE ATTORNEY GENERAL
2006 ANNUAL REPORT ON
CONSUMER PROTECTION, COMPETITION AND TOBACCO
ENFORCEMENT ACTIVITIES



The Attorney General enforces various consumer laws, including Idaho's Consumer Protection Act, Competition Act, Telephone Solicitation Act, Pay-Per-Telephone Call Act and Charitable Solicitation Act. These laws protect consumers, businesses and the marketplace from unfair or deceptive acts and practices. The Attorney General seeks to fulfill this charge efficiently and economically through education, mediation and enforcement.

The Attorney General also enforces and defends the state's Master Settlement Agreement (MSA) with the tobacco industry and has been delegated the duty of enforcing Idaho's Tobacco Master Settlement Agreement Act, Tobacco Master Settlement Agreement Complementary Act and Prevention of Minors' Access to Tobacco Act. The MSA and these acts seek to promote the public health and protect the fiscal soundness of the state.

The Attorney General reports to the public annually regarding consumer protection activities. This report covers the calendar year 2006.

2006 ACTIVITIES SUMMARY

In 2006, the Attorney General recovered \$1,692,089 in restitution. This equates to \$3.35 for each taxpayer dollar appropriated for consumer operations. For the past 16 years, the Attorney General has recovered more money for Idaho residents and businesses than the Legislature has appropriated from the general fund for consumer protection operations. Salaries and benefits of those who are involved primarily in consumer protection efforts are expected to cost taxpayers approximately \$504,503 for the 2007 fiscal year. Another \$175,700 is budgeted from the Attorney General's consumer protection account for consumer education efforts. The consumer protection account is comprised of moneys obtained through the Attorney General's enforcement actions.

The Attorney General also recovered \$281,678 in civil penalties, fees and costs. These amounts do not include the \$21,191,002 the state received in 2006 pursuant to the tobacco Master Settlement Agreement negotiated between the Office of the Attorney General and tobacco manufacturers.

Activity this year related to consumer protection, competition act, telemarketing, tobacco law enforcement and consumer education and outreach.

The Attorney General settled significant consumer protection cases with Dey, Inc., and Dey, L.P., Sony BMG Music Entertainment, Ameriquest Mortgage Company, “yellow pages” companies and senders of unsolicited faxes.

In the antitrust arena, the Attorney General filed a price fixing action against various manufacturers of DRAM, a widely used form of computer memory found in personal computers, servers and other electronic devices.

The year 2006 marked the Attorney General’s sixth year of enforcement and administration of Idaho’s No Call Law. By year’s end, there were 624,222 Idaho phone numbers registered on the Attorney General’s No Call List. This number is a significant increase over 2005’s 434,382 phone numbers. Citizens continue to report receiving fewer unwanted telephone solicitations.

The Attorney General also released his report on an investigation of gas prices in Idaho after Hurricane Katrina.

The Attorney General undertook several actions related to enforcement and defense of Idaho’s various tobacco laws.

The Attorney General’s Consumer Protection Unit logged 5,277 instances of consumer assistance in 2006. 2,051 contacts were consumer complaints. Idaho consumers reported losses of \$2,622,263, the highest amount ever reported. The remainder consisted of information from consumers, requests for information and forms and consumer inquiries about particular businesses. This number does not reflect the multitude of telephone calls and personal contacts that are not logged or tracked by the Attorney General’s consumer database.

The Attorney General continued a consumer education program to protect children from Internet sexual predators. ProtecTeens is an award-winning, informative video presentation and resource kit, which includes a video, The Attorney General’s Internet Safety manual, the Family Contract for Internet Safety and information about parental control software. Thousands of ProtecTeens CDs were distributed during the year.

The Attorney General’s staff educated thousands of people about consumer issues, attended various fairs around the state and updated and distributed consumer information brochures.

The Attorney General deposits money from civil penalties, fees and reimbursed costs into the consumer protection account. Funds from this account pay for the Attorney General’s educational activities, pursuant to legislative appropriation. The Attorney General also transferred \$151,758 in surplus funds to the General Fund at the end of fiscal year 2006. Prior year transfers were \$181,292 in fiscal year 2005; \$746,861 in fiscal year 2004; \$503,129 in fiscal year 2003; \$1,128,516 in fiscal year 2002; \$510,948 in fiscal year 2001; and \$700,000 in fiscal year 2000.

APPLICABLE LAWS

In the field of consumer protection, competition, tobacco and telephone and charitable solicitations, the Attorney General enforces the following Idaho statutes and rules:¹

- Consumer Protection Act
- Competition Act
- Charitable Solicitation Act
- Pay-Per-Telephone Call Act
- Telephone Solicitation Act, including the Idaho No Call Law
- Tobacco Master Settlement Agreement Act
- Tobacco Master Settlement Agreement Complementary Act
- Prevention of Minors' Access to Tobacco Act
- Consumer Protection Rules
- Telephone Solicitation and Pay-Per-Telephone Call Services Rules
- Tobacco Master Settlement Agreement Complementary Act Rule

The Attorney General also enforces provisions of other consumer-related statutes, including those dealing with chain and pyramid distribution schemes. In addition, the Office of the Attorney General provides information regarding Idaho's Lemon Law and Mobile Home Park Acts, as well as Idaho's landlord tenant laws.

LEGISLATION

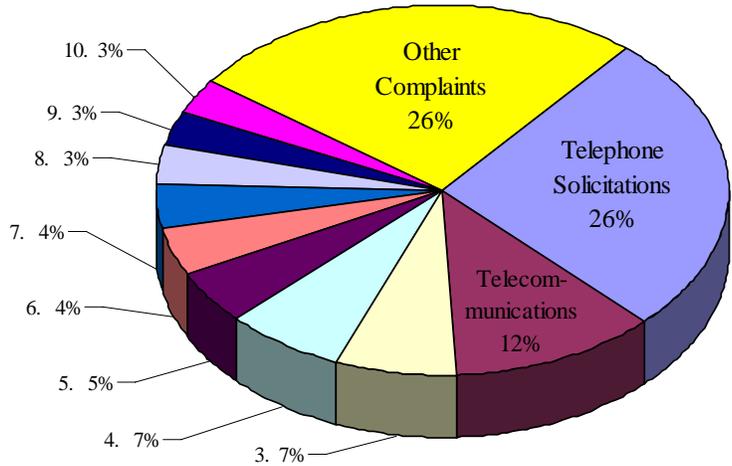
The Attorney General did not sponsor any consumer related legislation in 2006.

¹ The listed Idaho statutes and rules are codified, respectively, as follows: Consumer Protection Act, title 48, chapter 6, Idaho Code; Competition Act, title 48, chapter 1, Idaho Code; Charitable Solicitation Act, title 48, chapter 12, Idaho Code; Pay-Per-Telephone Call Act, title 48, chapter 11, Idaho Code; Telephone Solicitation Act, title 48, chapter 10, Idaho Code; Tobacco Master Settlement Agreement Act, title 39, chapter 78, Idaho Code; Tobacco Master Settlement Agreement Complementary Act, title 39, chapter 84, Idaho Code (Supp.); Prevention of Minors' Access to Tobacco Act, title 39, chapter 57, Idaho Code; Consumer Protection Rules, IDAPA 04.02.01000 et seq.; Telephone Solicitation and Pay-Per-Telephone Call Services Rules, IDAPA 04.02.02000 et seq.; and Tobacco Master Settlement Agreement Complementary Act Rule, IDAPA 04.20.01000 et seq.

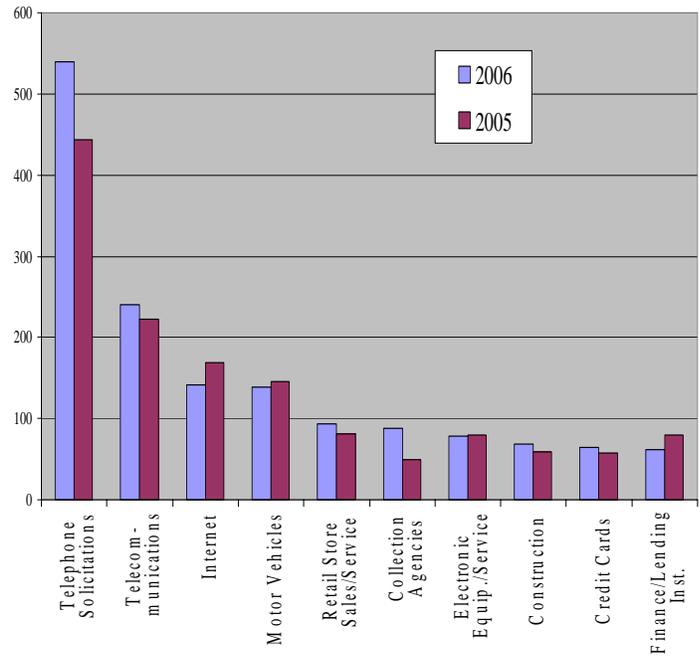
2006 TOP TEN CONSUMER COMPLAINTS

Overall, complaints increased by 10% in 2006. The telephone solicitations category saw a substantial increase in complaints in 2006. This category includes deceptive telemarketing offers and violations of Idaho's No Call Law. The largest portion of these complaints related to violations of Idaho's No Call Law. Telecommunications complaints remained steady, while collection complaints almost doubled. Telephone solicitation complaints have held the first or second position on the Top Ten Consumer Complaint List for more than ten years.

2006 Total	2,051
1. Telephone Solicitations	540
2. Telecommunications	240
3. Internet	142
4. Motor Vehicles	138
5. Retail Store Sales/Service	94
6. Collection Agencies	88
7. Electronic Equip./Service	78
8. Construction	69
9. Credit Cards	65
10. Finance/Lending Inst.	62
Total of all other complaints	535



2005 Total	1,875
1. Telephone Solicitations	443
2. Telecommunications	222
3. Internet	169
4. Motor Vehicles	146
5. Mail Order Sales	99
6. Retail Store Sales/Service	81
7. Finance/Lending	80
7. Electronic Equip./Service	80
9. Construction	59
10. Credit Cards	58
Total of all other complaints	438



ENFORCEMENT

THE ATTORNEY GENERAL'S NO CALL LIST

Idahoans continue to add phone numbers to the Attorney General's No Call List. By the end of 2006, Idahoans had registered 624,222 telephone numbers. This is a sizable increase over 2005's 434,382 registered telephone numbers. Idahoans who have registered on the No Call List continue to report that unwanted telephone solicitations have decreased significantly or have stopped completely.

Complaints concerning Idaho's No Call Law increased to 491, a 20% increase over the 391 complaints in 2005. The Attorney General continues to monitor complaints and oversee compliance with Idaho's No Call Law.

CONSUMER PROTECTION

Enforcement of Idaho's consumer laws protects the free and competitive market and ensures a level playing field for all businesses. The Attorney General undertook a variety of consumer protection matters in 2006. Several were noteworthy in scope and impact. The matters include:

DEY, INC. AND DEY, L.P. The Attorney General reached an agreement with pharmaceutical manufacturers Dey, Inc., and Dey, L.P., resolving the state's claims relating to the marketing and selling of prescription drugs and Dey's reporting of "average wholesale price." "Average wholesale price" is used as a basis for reimbursement of the cost of pharmaceutical products by Idaho Medicaid. Under the agreement, Dey paid Idaho \$1,072,700 for restitution, compensatory damages and the Attorney General's fees and costs. Dey also agreed to provide certain confidential pricing information to Idaho Medicaid.

SONY BMG MUSIC ENTERTAINMENT. The Attorney General reached an agreement with Sony BMG Music Entertainment, resolving an investigation into problems that arose when Sony BMG placed anti-copying software on its music compact discs without informing consumers of such software. More than 12 million compact discs with such software were distributed in 2005, resulting in consumers having problems with their computers. Under the agreement, Sony BMG agreed to provide refunds up to \$175 to consumers who experienced harm to their computers when they tried to remove the software. Sony BMG also agreed to pay Idaho approximately \$300,000.

AMERIQUEST MORTGAGE. The Attorney General and the Idaho Department of Finance reached a joint settlement, along with other states, with Ameriquest Mortgage Company that will provide more than 900 Idahoans the opportunity to obtain restitution payments for alleged predatory lending practices. The Attorney General and Idaho Department of Finance estimated that affected Idahoans may receive \$407,000 in restitution. Under the agreement, Ameriquest also agreed to make extensive changes in its lending practices.

"YELLOW PAGES" COMPANIES. The Attorney General reached agreements with two separate "yellow pages" companies in 2006. Both companies, Yellow Pages, Inc., and YP

Corporation, sent consumers checks for small amounts of money payable to the consumer or a business. The checks included language in fine print above the endorsement signature line that consisted of an agreement by the consumer that it was advertising with the yellow pages company and agreed to pay for such advertising. The settlement with Yellow Pages, Inc., required it to provide refunds to Idaho consumers who cashed the check and paid for advertising services they did not wish to receive. Similarly, the settlement with YP Corporation required it to give refunds to Idaho consumers of up to four months' payments for such unwanted advertisement. In addition, the Attorney General received \$12,000 from YP Corporation to distribute partial refunds to Idaho consumers who do not receive a claim form directly from YP Corporation.

LUPRON. The Attorney General reached an agreement with TAP Pharmaceutical Products, Inc., settling potential claims surrounding the pricing practices of its drug Lupron. Lupron is used to treat prostate cancer and endometriosis. The potential claims did not relate to the safety of the drug. In 2006, Idaho received \$198,000 pursuant to the agreement. Of this amount, \$33,380 was distributed to Idaho consumers who purchased the drug. \$154,718 was distributed to Idaho's Comprehensive Cancer Control Program. \$9,900 was retained by the Attorney General as reimbursement for expenses in distributing the refunds. In addition to the \$198,000, Idaho also received restitution as a result of purchases of the drug by state agencies and universities.

GASOLINE PRICE INQUIRY. After Hurricane Katrina, gasoline prices jumped dramatically in Idaho, as they did across the country. The Governor of Idaho declared an emergency. Idaho law prohibits the charging of an excessive and exorbitant price of fuel during the declaration of an emergency. As a result, the Attorney General commenced an inquiry into the causes of the price increases. The investigative authority granted the Attorney General is, however, limited to looking at price increases at the retail level and only during the time period of the declared emergency. During the investigation, the Attorney General gathered gasoline price information from the federal government, private information services and Idaho retailers. The Attorney General also consulted with experts in the industry, as well as economists. The Attorney General released the investigative report in October 2006. The report concluded that, at the retail level and during the duration of the emergency declaration, Idaho law was not violated.

UNSOLICITED FAX SENDERS. The Attorney General took enforcement actions against three separate senders of unsolicited faxes. In May, the Fourth District Court ordered Blue Jay, Inc., to pay \$80,000 in civil penalties to Idaho and an additional \$2,056.89 for the Attorney General's fees and costs. Blue Jay, Inc., faxed unsolicited advertisements to Idaho consumers and businesses between 2001 and 2005.

In July, the Attorney General reached an agreement with S.D. Pacific to resolve claims relating to S.D. Pacific sending unsolicited fax advertisements to Idaho consumers and businesses. Under the agreement, S.D. Pacific will pay a \$5,000 fine and agreed to stop sending unsolicited fax advertisements to Idaho consumers and businesses.

In December, the Attorney General reached an agreement with The Performance Institute. Under the agreement, The Performance Institute is permanently enjoined from sending faxes to any 208 area code number. The Performance Institute also agreed to pay a \$5,000 fine.

AMERICA 1ST WARRANTY. The Attorney General reached an agreement with America 1st Warranty, resolving claims relating to the sale of used vehicle service warranty contracts. Under the agreement, nearly 500 Idahoans who purchased vehicle service warranties were expected to receive refunds between \$20 and \$400. America 1st Warranty agreed to refund approximately \$140,000, total, to Idaho consumers and agreed not to sell motor vehicle service contracts in Idaho, unless it complies with Idaho law.

COMPETITION ACT

In enacting Idaho's Competition Act, the Legislature stated that the Act's purposes are to maintain and promote economic competition in Idaho commerce, to provide the benefits of that competition to consumers and businesses in the state and to establish efficient and economical procedures to accomplish these purposes and policies. The Attorney General took action in 2006 under the Competition Act to realize these purposes.

DRAM PRICE FIXING. The Attorney General joined a multistate action concerning the manipulation of prices by seven manufacturers of Dynamic Random Access Memory (DRAM). The lawsuit seeks injunctive and monetary relief on behalf of Idaho consumers, businesses and governmental agencies that paid more for computers because of the alleged price-fixing. DRAM is a widely used form of computer memory that is found in personal computers, servers and other electronic devices.

TOBACCO ENFORCEMENT

The Legislature has assigned the Attorney General enforcement duties under Idaho's Tobacco Master Settlement Agreement Act, Tobacco Master Settlement Agreement Complementary Act and Prevention of Minors' Access to Tobacco Act. The Attorney General prosecutes and defends these laws against constitutional challenge in state and federal court actions. The Attorney General also enforces and defends the state's Master Settlement Agreement (MSA).

From June 2004 through June 2006, the Attorney General served as co-chair of the Tobacco Committee of the National Association of Attorneys General and, in that capacity, spent significant time and resources working with the tobacco industry to address compliance issues with respect to the state's settlement with the tobacco industry and state laws governing the industry.

The Attorney General also serves on the Board of Directors of the American Legacy Foundation. The foundation was created by the Master Settlement Agreement to conduct ongoing national advertising to discourage youth tobacco use.

In 2006, Deputy Attorney General Brett DeLange received the Laurie Loveland Award from the National Association of Attorneys General. The award recognizes Deputy Attorney General DeLange's work on tobacco-related issues, including investigation of claims and assisting in the negotiations of the Master Settlement Agreement.

In 2006, the Attorney General reported that cigarette sales in the United States reached a historic 55-year low in 2005. Sales in 2005 declined by 4.2% from 2004 levels, marking the largest one-year percentage decrease in sales since 1999.² This continues the unprecedented long-term decline in cigarette smoking that began with the settlement of lawsuits brought by state attorneys general against the major tobacco companies. Cigarette sales in the United States have fallen by more than 21% since the 1998 Master Settlement Agreement, discussed further below. 2006 cigarette sales data will be available in April 2007.

MASTER SETTLEMENT AGREEMENT (MSA). During 2006, the tobacco industry paid \$21,191,002 to Idaho, pursuant to its settlement agreement. The Attorney General continues to defend the MSA and Idaho's tobacco laws in state and federal lawsuits. The lawsuits assert that the MSA, as well as Idaho's Tobacco Master Settlement Agreement Act and Tobacco Master Settlement Agreement Complementary Act, violate constitutional provisions or are preempted by federal law. To date, the Attorney General has defeated challenges to Idaho law in actions arising in Idaho, California, Washington, D.C., Oregon, Kentucky and New York. Several matters are still pending.

Pursuant to Idaho's Tobacco Master Settlement Agreement Complementary Act, the Attorney General maintains and administers a directory of tobacco manufacturers and brands in compliance with Idaho's Tobacco Master Settlement Agreement Complementary Act. At present, the Attorney General has certified 62 tobacco manufacturers and 384 tobacco brands. The directory is available at:

http://www2.state.id.us/ag/consumer/tobacco/directory_index.htm.

The Attorney General also promulgated and enforces Idaho's Tobacco Master Settlement Agreement Complementary Rule.

In 2006, the Attorney General settled a dispute over the enforcement of the MSA with House of Prince A/S and Scandinavian Tobacco, S.I.A. Under this agreement, Idaho received \$197,000 owed to the state.

The Attorney General is presently litigating a dispute with the tobacco industry over the state's enforcement of Idaho's Tobacco Master Settlement Agreement Act. The industry disputes the effectiveness of the state's efforts. The state has introduced evidence that its enforcement efforts have produced a compliance rate of 99% and that this indicates effective, diligent enforcement. A finding of diligent enforcement will insulate the state from monetary claims of the tobacco industry. The matter has not been resolved or determined yet.

PREVENTION OF MINORS' ACCESS TO TOBACCO. The Attorney General entered into an agreement with Chevron Products Company to implement new policies and procedures to reduce tobacco sales to minors in the company's stores in Idaho and throughout the country. Among other provisions, Chevron agreed to:

- Post annual notices regarding the importance of complying with youth access laws;

² Source: United States Tobacco Tax Bureau.

- Require franchisees to report violations to the corporate office; and
- Modify franchise agreements to provide that violations of youth access laws could constitute grounds for termination or non-renewal of the franchise agreement.

The Chevron settlement is the result of an ongoing, multi-state enforcement effort. The Attorney General, along with other states, previously negotiated similar agreements with Wal-Mart, Walgreens and RiteAid stores, as well as gas stations and convenience stores operating under the ConocoPhillips, ExxonMobil and BP brand names. The goal of these settlements is to secure an agreement to adopt policies and practices to prevent youth access to cigarettes and other tobacco products. Preliminary research indicates that the agreements are meeting that goal.

The Attorney General also reached an agreement, along with other attorneys general, with R.J. Reynolds that ends the sale of candy, fruit and alcohol flavored cigarettes manufactured by Reynolds. While these cigarettes may attract adult users, the Attorney General asserted that the flavoring encouraged children to violate Idaho law by purchasing and using tobacco and that Reynolds was violating the Master Settlement Agreement through its advertising, marketing and promotion of these flavored cigarettes.

INTERNET TOBACCO SALES. The Attorney General, with other attorneys general, reached agreement in 2006 with Lorillard Tobacco Co. to help prevent the illegal sale of its cigarettes over the Internet and through the mail. Under the agreement, Lorillard agreed to implement new measures and adopt new protocols. The protocols provide for actions such as termination of shipments of cigarettes to any of Lorillard's direct customers that the attorneys general have found to be engaging in illegal Internet and mail order sales; reduction in the amount of product made available to direct customers found by the attorneys general to be engaged in the illegal resale of its product to Internet vendors; and suspension from the company's incentive programs of any retailer found by the attorneys general to be engaging in such illegal sales. The agreement is similar to a 2005 agreement the states reached with Phillip Morris.

The reason the Attorney General has focused efforts relating to the Internet sale of cigarettes is that, at present, virtually every Internet cigarette sale violates state and federal law. Idaho laws regulating Internet tobacco sales require such sellers to have a tobacco permit, verify the purchaser's age and provide various notices to the consumer. These requirements are honored in the breach. Indeed, in 2006, the Attorney General brought suit against Scott Maybee, one of the largest Internet retailers of cigarettes in the nation, in part, for selling millions of illegal cigarettes in Idaho.

TOBACCO EDUCATION. The Attorney General, along with 40 other attorneys general, sent letters to Hollywood's 13 major motion picture companies requesting the insertion of anti-smoking public service announcements in DVDs in which smoking is depicted. The Weinstein Company was the first motion picture company to sign on to this initiative. Its upcoming DVDs will include anti-smoking advertisements created by the American Legacy Foundation. The American Legacy Foundation, the creator of the "truth"® advertising campaign, was created pursuant to the 1998 Master Settlement Agreement.

CONSUMER EDUCATION

PROTECTEENS. ProtecTeens is a video presentation and resource kit to educate parents about the potential danger to their children from sexual predators on the Internet. Attorney General Lawrence Wasden and Secretary of State Ben Ysursa are responsible for the development of ProtecTeens. The Attorney General and the Secretary of State created a broad partnership that includes the Idaho Department of Education, former Idaho First Lady Patricia Kempthorne, the Idaho Prosecuting Attorneys Association, the Idaho Sheriffs' Association, the Idaho Chiefs of Police Association, the Idaho Internet Crimes Against Children Task Force, the Idaho Medical Association, the Idaho School Boards Association, the Idaho Association of School Administrators and the Idaho PTA.

Attorney General Wasden presented ProtecTeens to 23 groups throughout Idaho in 2006. In addition to the presentations by Attorney General Wasden, his partners provided more than 25 additional presentations.

The Attorney General and his partners distributed 80,365 ProtecTeens CDs to Idahoans. In August, the CD was reformatted to include both an English and Spanish version of the video and resource kit materials. The Idaho Sheriffs' Association and Wal-Mart distributed 50,000 of the English and Spanish version of the CDs from Wal-Mart stores in Idaho. Wal-Mart paid for these 50,000 CDs as a public service to the state.

In December, the Attorney General's Office released two new publications addressing Internet Safety issues. A Parent's Guide to Social Networking and the Internet Lingo Dictionary are available on the Attorney General's website in English and Spanish. The Attorney General intends to add the two new pamphlets to the ProtecTeens CD in the future.

The Attorney General makes the ProtecTeens CD and resource kit available on his website. Idahoans may download this information from the website and view it from their home computer, or they may request a copy of the CD to be mailed to them. In addition, Idahoans may make a request for a ProtecTeens presentation to a group or organization.

IDENTITY THEFT. Consumers too often continue to receive the unwelcome news that they are the victims of a computer-security breach. These breaches expose thousands of Idahoans to possible identity theft. In 2006, the Attorney General's staff continued to educate consumers about identity theft and tips to prevent it, through their participation at fairs, meeting with consumers and by giving presentations to groups.

CONSUMER EDUCATION PUBLICATIONS. As stated above, the Attorney General expanded the library of consumer education materials with two new publications: A Parental Guide to Social Networking and the Internet Lingo Dictionary. Other consumer publications by the Attorney General include: Credit and Debt, The Idaho Consumer Protection Manual, The Young Adult Handbook, Identity Theft, Idaho Lemon Law, Charitable Giving, Landlord and Tenant Guidelines, Internet Safety, Pyramids, Gift Schemes & Network Marketing and Telephone Solicitation.

The Attorney General offers Spanish translations of the consumer protection publications listed above. The Spanish materials were produced using grant funds. The Attorney General's Consumer Protection Unit continues to utilize the Language Line Service to enable Spanish-speaking consumers to obtain consumer information and referral by telephone.

In addition to the more detailed publications listed above, the Attorney General offers consumer tip sheets covering telephone solicitors, automobile repairs, mail fraud, construction fraud, charitable donations and other subjects.

All of the Attorney General's printed written consumer education materials are available free of charge upon request or through the Attorney General's Internet site (www.ag.idaho.gov). The Internet site also contains Idaho's consumer protection laws and information for citizens who wish to file a consumer complaint. Consumers may obtain additional information on consumer issues by calling 334-2424 (Boise) or toll-free (in-state) 800-432-3545.

CONSUMER OUTREACH. Consumer Protection staff made consumer education presentations throughout the state. Attorney General staff spoke to hundreds of people in many different speaking engagements.

The Attorney General's staff educated thousands of people about consumer issues, attended fairs around the state and updated consumer information brochures. The Attorney General and his staff attended the Eastern Idaho Fair, North Idaho Fair, Twin Falls County Fair and Western Idaho Fair to discuss the dangers facing young people on the Internet and to talk about the prevention of identity theft. The Attorney General's staff also attended a health fair at Boise State University and the Twin Falls "Senior Scam Jam." At the fairs, staff distributed the ProtecTeens CD and various consumer brochures.

The Attorney General's educational efforts do not use tax dollars. Money from civil penalties, fees and reimbursed costs is deposited into the consumer protection account. Funds from this account pay for the Attorney General's educational activities, pursuant to legislative appropriation.

MEDIATION

The Office of the Attorney General mediated 2,051 complaints in 2006 and, as a result of that effort, recovered \$185,493 for Idaho consumers.



CONSUMER PROTECTION -- BY THE NUMBERS

ACTIVITY	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Complaints*	1,243	1,614	2,525	3,367	3,130	3,228	3,627	4,497	5,451	5,678
Dollars Claimed Lost	\$735,731	\$680,172	\$489,467	\$831,437	\$1,042,885	\$1,268,283	\$960,191	\$528,945	\$920,285	\$882,486
Consumer Restitution Recovered	\$22,201	\$130,469	\$263,435	\$394,376	\$986,571	\$1,757,469	\$532,657	\$1,363,375	\$1,918,676	\$638,360
Civil Penalties & Costs Recovered	\$0	\$500	\$56,500	\$127,845	\$243,571	\$163,621	\$134,000	\$164,300	\$537,768	\$413,121
Enforcement Actions**	6	9	62	66	100	78	96	63	50	56
Telemarketers Registered	N/A	N/A	N/A	18	41	66	57	61	46	51

ACTIVITY	1999	2000	2001	2002	2003	2004	2005	2006	2007
Complaints*	1,874	2,193	3,664	3,076	2,259	4,079	1,875	2,051	
Other Consumer Contacts*	8,005	8,125	21,925	11,998	7,635	2,762	5,236	3,226	
Dollars Claimed Lost	\$793,493	\$765,555	\$1,190,849	\$860,542	\$967,673	N/A	\$1,380,717	\$2,622,263	
Consumer Restitution Recovered	\$376,972	\$905,055	\$1,429,325	\$1,147,339	\$1,671,078	\$5,777,643	\$603,089	\$1,692,089	
Civil Penalties & Costs Recovered	\$962,019	\$546,136	\$209,560	\$1,569,232	\$566,486	\$528,138	\$252,777	\$281,678	
Enforcement Actions**	29	23	32	45	30	15	22	12	
Telemarketers Registered	48	46	30	69	76	76	52	66	
Idaho Numbers on No Call List	N/A	N/A	33,731	45,968	256,182	362,061	434,382	624,222	

* From 1989 to 1998, this category included all written complaints lodged, inquiries made, information provided and consumers' requests for written information. Implementation of a new database in 1999 enables the Unit to now track complaints and other consumer contacts separately.

** Includes Assurances of Voluntary Compliance, Judgments and Orders Compelling Response and Granting Injunctive Relief obtained. Lawsuits filed, but not yet concluded, are not counted.