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SOUTHWEST SUBSCRIPTIONS AND NEW HORIZON SALES ORDERED TO CEASE MAGAZINE SALES IN NORTH DAKOTA

BISMARCK – Attorney General Wayne Stenehjem has issued a Cease & Desist Order against Las Vegas, Nevada Southwest Subscriptions doing business as New Horizon Sales. The company’s salespersons conducted door-to-door sales of magazine subscriptions in North Dakota, claiming they were in a contest to earn points to win a trip.

The company and its salespersons failed to obtain a transient merchant’s license in North Dakota and conducted sales in violation of North Dakota law. The business, among other things, also failed to provide consumers age sixty-five years or older with the required notice of their 15 day right of cancellation.

After several complaints to his office, Stenehjem’s Consumer Protection Division initiated an investigation of the company. The business and its owners refused to cooperate with the Attorney General’s investigation. Stenehjem has directed his Consumer Protection Division to continue its investigation and to bring necessary legal action for injunctive relief, civil penalties, and attorney’s fees.

“I’m very concerned because consumers have filed complaints indicating the company refused to cancel the agreements and make refunds, and now the business has failed to deliver the magazines,” Stenehjem said. “Legitimate businesses do not ignore state laws, trick consumers into purchasing, and then stiff the consumers on delivery of the products, after being paid upfront.”

According to Parrell Grossman, Director of the Consumer Protection Division, it is not unusual for door-to-door magazine sellers to make purchasers believe they are college students or are hoping to win a trip to a luxury vacation spot. “North Dakota consumers are more likely to purchase these magazines if they think they are helping out some young salesperson,” Grossman said.

Stenehjem said that victims should contact his Consumer Protection Division toll free at 1-800-472-2600 to file a complaint.

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