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D. A. ANNOUNCES CONSUMER PROTECTION SETTLEMENT AGAINST ONLINE DATING SITE

Santa Cruz County District Attorney Jeffrey S. Rosell announced today a settlement in a consumer protection action against online dating site, eHarmony. Santa Cruz County is a member of a task force composed of District Attorneys' offices in Napa, Santa Clara and Shasta counties, and the City Attorney's Office of Santa Monica. The action was filed in Santa Cruz County Superior Court.

The complaint alleges that eHarmony engaged in false advertising and violated the California Dating Service Contract Law, by failing to provide copies of contracts to consumers and/or disclose a consumer's right to cancel contracts. eHarmony also failed to properly disclose automatic renewal terms of contracts.

Under the terms of the stipulated judgment, eHarmony agreed to pay \$1,205,000 in civil penalties and \$75,000 in cost reimbursement to the prosecuting agencies. eHarmony will pay up to \$1,000,000 to consumers whose subscriptions automatically renewed and who were denied refunds when requested. The judgment also includes injunctive provisions prohibiting eHarmony from false advertising, and to make proper disclosures regarding cancellation rights and automatic renewing charges.

District Attorney Rosell said, "Consumers expect protections afforded by the law and our office is fully committed to enforcing such consumer protection and insuring a level playing field for all businesses."