

## **PCH Statement on FTC Settlement**

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June 26, 2023 - Publishers Clearing House (“PCH”) has reached a voluntary settlement with the Federal Trade Commission (“FTC”). We are confident that the provisions in this settlement regarding our online shopping experience will go even further in setting unparalleled standards for clarity and transparency that have allowed PCH to be a welcomed brand into American households since 1953.

Christopher Irving, PCH’s Vice President for Consumer and Legal Affairs stated:

“While the FTC raised questions about the understanding of the well-known no purchase necessary messages in our ecommerce promotions, the facts demonstrate consumers fully grasp this important rule. Far from being what the FTC calls a “dark pattern”, on any given day, roughly 98% of consumers who browse PCH’s value driven merchandise offerings and enter do so without buying anything. And the majority of our millionaire winners never ordered with their winning entries. We really mean it when we say No Purchase is Necessary!”

“While we disagree with the FTC’s assertions and have admitted no wrongdoing, we agreed to settle this matter in order to avoid the ongoing expense and distraction of litigation.”

“We can now put all our focus continuing what we do best: Providing consumers exciting free-to-play entertainment and games where we have awarded over \$578 million in major prizes since 1967. In fact, just this week the famous PCH Prize Patrol will be awarding our next life-changing prize to one lucky winner.

“We are proud of our tradition of awarding not only our million-dollar prizes, but of our ongoing philanthropy with over 40 percent of profits to charitable foundations and contributions to organizations including more than \$1 Million Dollars to St. Jude’s Children’s Research Hospital.”

Consumers should know that the integrity of our sweepstakes prizes and awards was never questioned. We worked hard to address any issues the FTC raised, and this settlement will continue to ensure that consumers can interact with PCH as the most transparent free-to-play sweepstakes, where real prizes are awarded to real people. It has always been PCH’s policy to work cooperatively with consumer protection officials. In fact, during the entire period of our discussions with the FTC, the agency continued to publicly herald us as one of the leading contributing partners to their Consumer Sentinel consumer protection anti-scam. database. We look forward to continuing to work with the FTC in their efforts to target impersonation scams that play on our good name and the name of other reputable companies.

Most importantly we appreciate the ongoing loyalty of the millions of consumers that continue to enjoy the fun and free-to-play digital entertainment provided by the PCH brand.