

Mississippi Public Service Commission



LEONARD L. BENTZ, COMMISSIONER
1-800-356-6429

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

1-800-356-6429

January 6, 2011

BENTZ BEGINS 2011 WITH FINES FOR SEVERAL TELEMARKETING COMPANIES

Commissioner Bentz Sends Message to Telemarketers That Violations Will Not be Tolerated

Jackson, Mississippi – Shortly after being elected as Vice Chairman today, Southern District Public Service Commissioner Leonard Bentz announced that the Mississippi Public Service Commission has fined three telemarketing companies for violations of the Mississippi No-Call Law.

“Telemarketers that do not register with this Commission, and contact consumers that are registered on the No-Call List will not be tolerated by my office,” Bentz said.

The following companies failed to register with the Commission as telephone solicitors, failed to purchase the Mississippi No-Call List, and contacted Consumers that are registered on the No-Call List, all required by law:

- National Direct Response, LLC of Bunnell, FL - \$15,000
- National Independent Lifestyle Association, Inc. of Bunnell, FL - \$15,000
- Selway Group, Inc. of Mesa, AZ - \$15,000

The three companies failed to respond to Commission’s allegations and were therefore, found liable by default.

“Total fines today amounted to \$45,000,” Bentz said. “This money will go directly back into funding the No-Call Registry that will help to further protect consumers from predatory telemarketers.”

These companies must pay the civil penalties in full, register with the Commission, and purchase the No-Call List before they are be allowed to make further calls.

Commissioner Bentz asks all consumers who are receiving any unwanted telemarketing calls to call his office at 1-800-356-6429.

###