

The JFTC issued a cease and desist order to Tama Home Co., Ltd.
(Tentative Translation)

March 29, 2007

Japan Fair Trade Commission

The Japan Fair Trade Commission, having investigated representations about construction contract services for custom-built houses provided by Tama Home Co., Ltd. (“Tama Home”), found a violation of Article 4 (1) (i) (Misleading statement about quality) of the Act against Unjustifiable Premiums and Misleading Representations (“Premiums and Representation Act”). Therefore, the JFTC issued a cease and desist order today to Tama Home according to the Article 6 (1) of the Premiums and Representation Act.

1 Outline of the party concerned

Entrepreneur	Address	Representative
Tama Home Co., Ltd.	22-9, Takanawa 3-chome, Minato-ku, Tokyo	Yasuhiro Tamaki, Representative Director

2 Outline of the cease and desist order

(1) Outline of the violation

About its construction contract services for custom-built houses, Tama Home made the following representations in the leaflets included with newspapers delivered on November 3, 2006 and in TV commercials broadcast from October 9 to December 7 in 2006.

Media	Leaflet delivered with newspaper	TV commercial
Representations	“Tama Home was ranked top in Japan for two consecutive years in the number of construction starts for custom-built houses” was shown in big red letters. Under this representation, "Area Builder Ranking for custom-built houses (construction starts) in 2004 and 2005 according to the survey by Jutaku Sangyo Kenkyujo Co., Ltd.” was shown in small letters.	“Top in Japan for two consecutive years in the number of constructions starts for custom-built houses” was shown in big white letters and “No. 1 in the area builder ranking for custom-built houses (construction starts) in 2004 and 2005 according to the survey by Jutaku Sangyo Kenkyujo Co., Ltd.” was shown in small letters.
	These representations make it appear that the number of construction starts for custom-built houses of Tama Home was ranked top all over Japan for two consecutive years (2004 and 2005).	

Fact	<p>The rank of Tama Home in terms of the number of construction starts for custom-built houses in 2004 and 2005 was merely top among house builders with limited sales areas. It was not true that Tama Home was ranked top among all house builders in Japan including those covering all of Japan as their sales area.</p>
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(2) Outline of the cease and desist order

- a. Tama Home shall publicly announce that the above representations misled general consumers, and gave consumers the impression that the results are much better than they are in reality.
- b. Tama Home shall take measures to prevent recurrence and have these measures thoroughly informed to its officers and employees.
- c. Tama Home shall not make similar representations in the future.