

'Longitude' marketers censured

Judge orders firm to halt product claim

The Arizona Republic
Aug. 6, 2004 12:00 AM

A mother-son duo from Scottsdale who made millions off of men's desires for enlarged sex organs cannot sue employees who testified against them and must stop fraudulently marketing their body-enhancement pills.

Judge Paul Katz of Maricopa County Superior Court issued an injunction against Michael and Geraldine Consoli, principal owners of C.P. Direct, for violating an order last spring to stop asserting that their pill "Longitude" would enlarge penises.

He also dismissed a libel lawsuit last week that they filed against former employees.

"It really does send a strong message to defendants that trying to threaten your witnesses by filing libel suits against them is not appropriate and not right," said Andrea Esquer, spokeswoman for the Arizona Attorney General's Office.

The office sued the company for consumer-fraud violations.

The Consolis face penalties of \$10,000 per future violation of the judge's order and may have to pay the state's legal expenses. Attorneys for the Consolis could not be reached for comment on Thursday.

Last month, Michael Consoli was sentenced to six months in jail for criminal charges in connection with company operations. Consoli and others with the company were ordered to forfeit about \$50 million in cash and assets last year, Esquer said.