

Department of Justice

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Western District of New York

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WILLIAMSVILLE MAN PLEADS GUILTY TO FRAUD CHARGES

BUFFALO, N.Y.--U.S. Attorney William J. Hochul, Jr. announced today that Keith Furman, 44, of Williamsville, N.Y., pleaded guilty to wire fraud before Chief U.S. District Judge William M. Skretny. The charge carries a maximum penalty of 20 years in prison, a \$250,000 or both.

Assistant U.S. Attorney Paul J. Campana, who is handling the case, stated that the defendant operated a business called Digital Ad experience. In 2009 and early 2010, Furman received about \$190,000 from investors, with the understanding the money would be used to buy digital advertising screens that would be installed in shopping malls to display advertising. The defendant assured the investors that he used all the money to pay for the screens but instead made only partial payment for the screens. Furman used the rest of the money for living expenses and for other businesses he was running.

The defendant also admitted that he fraudulently marketed more than \$25,000 worth of VOIP telephones (voice over internet protocol) through eBay in December 2010. Furman used an eBay account in the name of Oceana Matrix, a company for which he served as president. Furman could not fulfill the orders because he did not have the phones he was offering for sale. This loss was absorbed by eBay.

The plea is the result of an investigation by Special Agents of the United States Secret Service, under the Direction of Special Agent In-Charge Tracy Gast, and the Federal Bureau of Investigation, under the direction of Special Agent In-Charge Christopher M. Piehota.

Sentencing is scheduled for June 29, 2012 at 9:00 a.m. before Judge Skretny.

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