



Office of the Secretary

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

November 22, 2010

Ayn R. Key
California

**Re: Reverb Communications, Inc.
FTC Matter No. 092 3199**

Dear Mr. Key:

Thank you for the comment you submitted on August 27, 2010, regarding the above-referenced matter. Your comment was placed on the public record pursuant to Section 2.34 of the Commission's Rules of Practice, 16 C.F.R. § 2.34.

Your comment indicates your belief that the FTC's law enforcement action against Reverb Communications, Inc. impinges on freedom of speech. This case involves deceptive commercial speech, which is not protected by the First Amendment. *Central Hudson Gas & Elec. Corp. v. Public Serv. Comm'n*, 447 U.S. 557 (1980).

After considering your comment, along with others received in this matter, the Commission has determined that the public interest would best be served by issuing the Decision and Order in final form without modification. A copy of the final Decision and Order is enclosed for your information. Relevant materials also are available from the Commission's Website at <http://www.ftc.gov>.

Thank you again for your comment. The Commission is aided in its analysis by hearing from a variety of sources, and we appreciate your interest in this matter.

By direction of the Commission.

April J. Tabor
Acting Secretary