



Office of the Secretary

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

November 22, 2010

Hall  
California

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

Dear Sir or Madam:

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, and given consideration by the Commission.

Your comment indicates your belief that the FTC's proposed settlement agreement with Reverb Communications, Inc. should include a monetary penalty to serve as a deterrent to the company and its employees from engaging in similar acts or practices in the future. While the Commission is not at liberty to disclose the specifics of its analysis, which was primarily based on confidential financial information provided to the staff, it has determined that the conduct relief obtained by the order is appropriate as it will serve to deter future violations of the FTC Act by Reverb Communications, Inc. and others. If Reverb Communications, Inc. violates the Commission's final order, however, it would be liable for civil penalties of up to \$16,000 per violation, pursuant to Section 5(l) of the FTC Act, 15 U.S.C. § 45(l).

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 are also 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