



Office of the Secretary

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

November 22, 2010

Glenn Henricksen
New York

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

Dear Mr. Henricksen:

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 decision to pursue law enforcement action against Reverb Communications, Inc. is unwarranted. While the Commission is not at liberty to disclose the specific reasons underlying this law enforcement action or its analysis of the case, the Commission believes that its decision to take action in this matter was necessary and important to prevent deceptive marketing to consumers.

After considering your comment, a