## November22, 2010

Horovitz New Jersey

Re: Reverb Communications, Inc.

FTC Matt er No. 092 3199

Dear Sir or Madam:

Thank you for the omment you submitted on August 30, 2010, regrding the above referenced matter. Your comment was placed on the publicercord pursuant to Section 2.34 of the Commission's Rules of Practicel 6 C.F.R. § 2.34, analygen consideration by the Commission.

Your comment indicatesour beliefthat the reources expended bythe FTC in pursuing law enforcement action against Reverb Communications, cl. were unjustified. While the Commission is notat libertyto disclose the spieric reasons undering 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/our comment, long with others received in this matter, the Commission has determined that public interest would best bervel by issuing the Deision and Order in final form without modification. A copy of the final Decision and Order is enclosed for your information. Relevant materia also are available from the Commission's Website at http://www.ftc.gov.

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

By direction of the Commission.

April J. Tabor Acting Secreary