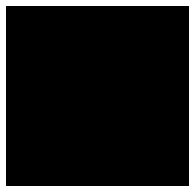


UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580



Office of the Secretary

June 7, 2011

Stephen Lenard
Outside the United States

Re: In the Matter of Chitika, Inc., File No. 102 3087, Docket No. C-4324

Dear Mr. Lenard:

Thank you for your comment on the Federal Trade Commission's consent agreement in the above-entitled proceeding. The Commission has placed your comment on the public record pursuant to Rule 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii), and has given it serious consideration.

As you indicate, your comment relates to the press release announcing the Commission's settlement with Chitika, Inc. ("Chitika"). Specifically, you state that the press release should have more fully described the nature of the Commission's investigation and complaint against Chitika. The Commission endeavors to provide clear and meaningful information about its public law enforcement matters and other activities. Accordingly, the Commission appreciates comments such as yours and uses them to help inform how we communicate with the public.

Although your comment does not concern the substance of the Commission's action against Chitika, we thought you might be interested to know that the Commission has determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. It helps the Commission's analysis to hear from a variety of sources in its work, and we thank you again for your comment.

By direction of the Commission.

Donald S. Clark
Secretary