

United States of America  
FEDERAL TRADE COMMISSION  
Northeast Region

Leonard L. Gordon  
Regional Director

One Bowling Green, Suite 318  
New York, NY 10004  
(212) 607-2829

October 14, 2011

BY EMAIL AND FIRST CLASS MAIL

Thomas A. Cohn, Esq.  
Venable LLP  
Rockefeller Center  
1270 Avenue of the Americas  
Twenty-Fifth Floor  
New York, NY 10020

Re: Tronix Country, LLC

Dear Tom:

As you are aware, the staff of the Northeast Region of the Federal Trade Commission has been conducting a non-public investigation into the advertising and telemarketing practices of Tronix Country, LLC ("Tronix") for possible violations of the Credit Repair Organizations Act ("CROA"), 15 U.S.C. § 1679 et seq. and the Federal Trade Commission Act ("FTC Act"), 15 U.S.C. § 41 et seq. In particular, we have focused on Tronix's advertising and telemarketing in which Tronix has claimed, expressly as well as by implication, that enrollment in Tronix's computer purchase program will build, rebuild, or improve your credit score by providing advice or assistance to any consumer with regard to any activity or service described in clause (i) . . . ." 15 U.S.C. § 1679a(3)(A).

1

All CROs must provide certain notices and disclosures to consumers including: (1) specific written disclosures regarding consumer credit file rights prior to the execution of any

feature of the goods or services being offered, and the creditor uses the claim of credit improvement to induce consumers to purchase those goods or services.

