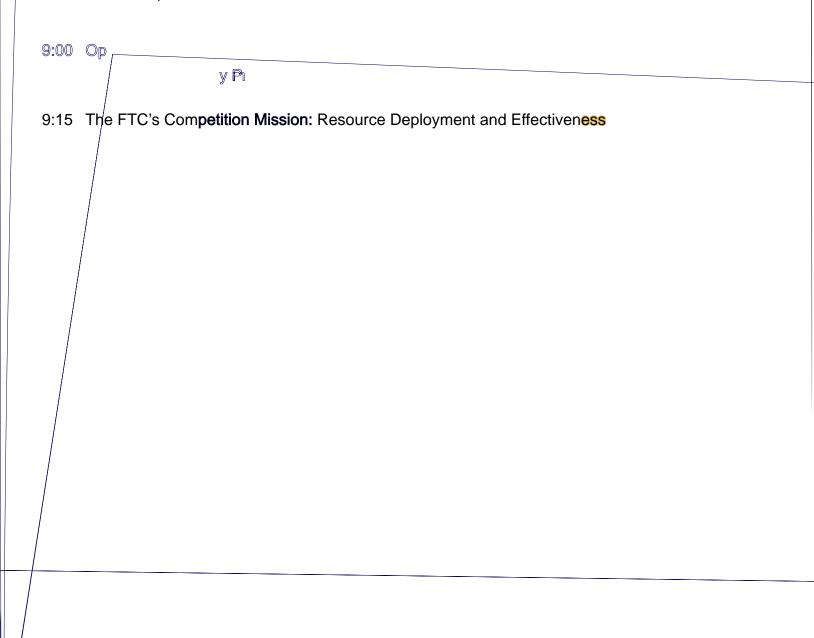
AGEN

Fordham University School of Law New York, NY October 24, 2008



11:00 The FTC's In

Joy Feigenbaum
Chief, Bureau of Consumer Frauds and Protection,

New York Attorney General's Office

Jeffrey A. Greenbaum Partner, Frankfurt Kurnit Klein & Selz PC

Andrea C. Levine Director, National Advertising Division; Senior Vice President, Council of Better Business Bureaus

Peter P. Swire Senior Fellow, Center for American Progress Professor of Law, Ohio State University Moritz College of Law

3:15 Break

3:30 The Agency's E