



Office of the Secretary

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

November 22, 2010

Horovitz
New Jersey

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

Dear Sir or Madam:

Thank you for the comment you submitted on August 30, 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, and given consideration by the Commission.

Your comment indicates your belief that the resources expended by the FTC in pursuing law enforcement action against Reverb Communications, Inc. were unjustified. 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, along with others received in this matter, the Commission has determined that the public interest would best be served by issuing the Decision and Order in final form without modification. A copy of the final Decision and Order is enclosed for your information. Relevant materials also are available from the Commission's Website at <http://www.ftc.gov>.

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

By direction of the Commission.

April J. Tabor
Acting Secretary