



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

Division of Advertising Practices

July 27, 2010

Thomas P. Jirgal, Esq.
Loeb & Loeb, LLP
321 North Clark Street
Suite 2300
Chicago, IL 60654

Re: NAD Referral re Comcast Corporation

Dear Mr. Jirgal:

As you know, the staff of the Federal Trade Commission has conducted an inquiry into whether representations made by Comcast regarding the fiber-optic content of its consumer broadband network may violate Section 5 of the Federal Trade Commission Act. The National Advertising Division of the Council of Better Business Bureaus ("NAD") referred this matter to us after Comcast stated it was unable to participate in the NAD's self-regulatory review process due to a conflict of interest. Upon review of the matter, we have determined not to recommend enforcement action at this time. This action is not to be construed as a determination that a violation did not occur. The Commission reserves the right to take such further action as the public interest may require.

Very truly yours,

Mary K. Engle
Associate Director
Division of Advertising Practices

cc: Andrea C. Levine, National Advertising Division