



February 27, 2024

***Via Electronic Filing***

Presiding Officer Foelak  
c/o Federal Trade Commission  
Office of the Secretary  
600 Pennsylvania Ave., N.W.  
Washington, D.C. 20580

**Re: Reviews and Testimonials Rule (16 CFR Part 465) (Project No. P214504)**

Dear Presiding Officer Foelak:

The Interactive Advertising Bureau (IAB) respectfully requests that the Presiding Officer extend the time for interested persons to provide notice of their witnesses and proposed exhibits to Friday, March 1, 2024 and that the next hearing be delayed to Wednesday, March 6, 2024. IAB requests this short extension because the Commission did not share the Presiding Officer's order with interested persons until Monday, February 26, 2024 at 1:33pm ET, even though the order is dated Friday, February 23, 2024. As a result, BCP Staff has apparently had significantly more time than IAB and other interested persons to prepare to meet the Presiding Officer's deadlines. IAB's short proposed extension of time is well within the Presiding Officer's authority under the Commission's rules, as it will not extend the hearing beyond a thirty-day period, and it will promote fairness among the interested persons in this rulemaking.<sup>1</sup>

Sincerely,

A handwritten signature in black ink, appearing to read "Lartease M. Tiffith", with a long horizontal flourish extending to the right.

Lartease M. Tiffith, Esq.  
Executive Vice President for Public Policy  
Interactive Advertising Bureau

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<sup>1</sup> 16 C.F.R. § 1.13(a)(2)(ii).