

of thirty (30) days. The following Analysis to Aid Public Comment describes the terms of the consent agreement, and the allegations in the complaint. An electronic copy of the full text of the consent agreement package can be obtained from the FTC Home Page (for August 26, 2010), on the World Wide Web, at (<http://www.ftc.gov/os/actions.shtm>). A paper copy can be obtained from the FTC Public Reference Room, Room 130-H, 600 Pennsylvania Avenue, NW, Washington, D.C. 20580, either in person or by calling (202) 326-2222.

Public comments are invited, and may be filed with the Commission in either paper or electronic form. All comments should be filed as prescribed in the ADDRESSES section above, and must be received on or before the date specified in the DATES section.

#### **Analysis of Agreement Containing Consent Order to Aid Public Comment**

The Federal Trade Commission ("FTC" or "Commission") has accepted, subject to final approval, an agreement containing a consent order from Reverb Communications, Inc. and Tracie Snitker, 100% owner and the only officer and director of the corporation ("respondents").

The proposed consent order ("proposed order") has been placed on the public record for thirty (30) days for receipt of comments by interested persons. Comments received during this period will become part of the public record. After thirty (30) days, the Commission will again review the agreement and the comments received, and will decide whether it should withdraw from the agreement and take appropriate action or make final the agreement's proposed order.

This matter involves the public relations, marketing, and sales services that respondents provided to companies that developed video game applications. The Commission's complaint alleges that, from November 2008 through May 2009, respondents' employees, posing as ordinary consumers, posted positive product reviews online for their clients' gaming applications. These postings did not disclose the compensated nature of the relationship between the reviewers and the publishers of the gaming applications. The complaint alleges that the respondents violated Section 5 by misrepresenting that reviews of certain gaming applications were those of independent, ordinary consumers. The complaint further alleges that the respondents violated Section 5 by failing to disclose the material connections between the product

reviewers and the sellers of the reviewed products.

Part I of the proposed order prohibits the respondents, in connection with the advertising of any product or service, from misrepresenting their status as independent users or ordinary consumers of that product or service.

Part II prohibits the respondents from making any representation about any user or endorser of a product or service unless they disclose, clearly and prominently, a material connection, when one exists, between the user or endorser of the product or service and any other party involved in promoting that product or service. The proposed order defines "material connection" as any relationship that materially affects the weight or credibility of any endorsement and would not be reasonably expected by consumers.

Part III requires the respondents to take all reasonable steps to remove, within seven days of service of the order, any previously posted endorsements that do not comply with Parts I and II of the order.

Parts IV through IX of the proposed order require respondents: to keep copies of relevant consumer complaints and inquiries, documents demonstrating order compliance, and any documents relating to any representation covered by this order; to provide copies of the order to certain of their personnel; to notify the Commission of changes in corporate structure that might affect compliance obligations under the order; to notify the Commission of changes in corporate business or employment as to proposed respondent Tracie Snitker individually; and to file compliance reports with the Commission. Part IX provides that the order will terminate after twenty (20) years, with certain exceptions.

The purpose of this analysis is to facilitate public comment on the proposed order, and it is not intended to constitute an official interpretation of the agreement and proposed order or to modify in any way their terms.

By direction of the Commission.

**Richard C. Donohue**

*Acting Secretary.*

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**BILLING CODE 6750-01-S**

## **DEPARTMENT OF HEALTH AND HUMAN SERVICES**

### **Food and Drug Administration**

[Docket No. FDA-2010-E-0061]

#### **Determination of Regulatory Review Period for Purposes of Patent Extension; ONGLYZA**

##### *Correction*

In notice document 2010-21583 beginning on page 53315 in the issue of Tuesday, August 31, 2010, make the following correction:

On page 53316, in the second column, in the fifth line from the top, "[insert date 180 days after date of publication in the **Federal Register**]" should read "February 28, 2011".

[FR Doc. C1-2010-21583 Filed 9-1-10; 8:45 am]

**BILLING CODE 1505-01-D**

## **DEPARTMENT OF HEALTH AND HUMAN SERVICES**

### **Food and Drug Administration**

[Docket No. FDA-2009-E-0084]

#### **Determination of Regulatory Review Period for Purposes of Patent Extension; PRISTIQ**

##### *Correction*

In notice document 2010-21586 beginning on page 53314 in the issue of Tuesday, August 31, 2010, make the following correction:

On page 53315, in the second column, in the first full paragraph, in the twelfth through fourteenth lines, "[insert date 180 days after date of publication in the **Federal Register**]" should read "February 28, 2011".

[FR Doc. C1-2010-21586 Filed 9-1-10; 8:45 am]

**BILLING CODE 1505-01-D**

## **DEPARTMENT OF HEALTH AND HUMAN SERVICES**

### **Administration for Children and Families**

#### **Office of Community Services: Notice To Award an Expansion Supplement**

**AGENCY:** Office of Community Services (OCS), ACF, HHS.

**ACTION:** Notice to award an expansion supplement under the American Recovery and Reinvestment Act of 2009 (ARRA) for Training and Technical Assistance (T/TA) by Community Action Partnership (CAP).

*CFDA Number:* 93.710.

*Legislative Authority:* The legislative authority for this grant is provided by