

18 October 2006

Greg White, Secretary
321 Green Ave. GX, Room 123
Foxcity, FX 12345

Dear Mr. White:

This is a request for an investigation of companies that conduct so-called "free marketing," which is a technique by which corporations seek to influence buying decisions, often by stealth. There is evidence that some of these companies *are* perpetrating large-scale deception upon consumers by deploying free marketers who fail to disclose that they have been enlisted to promote products.

This failure to disclose is fundamentally fraudulent and misleading; and it might violate prohibitions against unfair or deceptive acts and practices affecting commerce. An investigation by the Commission could lead to actions against individual free marketers, and/or to new guidelines requiring disclosure by any and all persons who are paid to engage in free marketing operations.

Fraud is fraud, and a harmless-sounding name such as "free marketing" doesn't change that.

Sincerely,

Fred Vert,
Executive Director