



ANA Regulatory Rumblings Mentions Kelley Drye Comments Filed with the FTC

March 3, 2009

The ANA Regulatory Rumblings blog mentioned that Kelley Drye filed comments with the Federal Trade Commission (FTC) in an article titled, "ANA Opposes as Premature FTC's New Endorsement and Testimonial Guidelines." The blog entry notes that The Association of National Advertisers's (ANA) filed detailed comments with the FTC on its revisions to the Guides governing the use of endorsements and testimonials in advertisements. ANA, along with a number of other groups, also submitted an additional detailed research analysis to the FTC that demonstrates further serious problems with the two studies relied upon by the Commission in proposing additions and revisions to the Guides. This extensive analysis was carried out under the direction of Kelley Drye & Warren and submitted by partner [Bill MacLeod](#).