



**Electronic Retailing Association**  
*Leaders in Direct-to-Consumer Commerce*

## NEWS

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### **Statement from the Electronic Retailing Association on the Federal Trade Commission's Guides Concerning the Use of Endorsements and Testimonials in Advertising**

**ARLINGTON, Va. – October 5, 2009** – The Electronic Retailing Association (ERA), the leading trade association for direct-to-consumer commerce, issued the following statement on the Federal Trade Commission's (FTC) announcement about their approval of final revisions to the guidance they give to advertisers on how to keep endorsement and testimonial ads in line with the FTC Act.

"We appreciate the FTC's responsiveness to the concerns of ERA, business groups and the advertising communities, and also in clarifying their position on the net impression standard," said Julie Coons, president and CEO of ERA. "Like the FTC, ERA fully supports enforcement against businesses and individuals that cut corners, and jeopardize the healthy and vibrant \$300 billion electronic retailing sector. As leaders in self-regulation, we look forward to partnering with the FTC to ensure the relevant communities are educated and fully able to comply before they become involved in costly legal challenges."

**About the Electronic Retailing Association**

Representing a more than \$300 billion market, the Electronic Retailing Association (ERA) is the only trade association in the U.S. and internationally that represents leaders of the direct-to-consumer marketplace, which includes members that maximize revenues through electronic retailing on television, online and on radio. ERA strives to protect the

regulatory and legislative climate of direct response while ensuring a favorable landscape that enhances e-retailers' ability to bring quality products and services to the consumer. ERA created the Electronic Retailing Self Regulation Program (ESRP) in 2004, and since then it has effectively identified, curtailed or completely shut down those involved with consumer abuses related to direct response advertising.

ERA members include some of the industry's most prominent retail merchants, including Acorn Corporation, eBay, Discovery Communications, Gaiam, Google, Guthy-Renker Corporation, HSN, Jewelry Television, QVC, ShopNBC, and Thane. For more information about ERA, please visit [www.retailing.org](http://www.retailing.org).