



Campaign for a Commercial-Free Childhood

August 14, 2013

Donald S. Clark
Secretary
Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, D.C. 20580

Dear Mr. Clark,

On August 7, 2013, Campaign for a Commercial-Free Childhood filed Requests for Investigation of Open Solutions and Fisher-Price for the false and deceptive marketing of their apps as educational for babies. On August 12, 2013, we discovered that Open Solutions significantly changed their marketing to drop many of their educational claims. Attached, please find documentation of these changes.

We are pleased that the company is no longer making these false claims and we would like to withdraw our Request for Investigation with regard to Open Solutions. We urge the Commission to address our Request for Investigation of Fisher-Price, which continues to deceptively market its app for babies as educational. Because the baby app industry is expanding, we also urge the Commission to provide guidance for app developers to insure that they have evidence to support substantive claims that their products are, in fact, educational for babies.

A handwritten signature in black ink that reads "Susan Linn".

Susan Linn, Ed.D.
Director, Campaign for a Commercial-Free Childhood