



January 13, 2009

The Honorable William E. Kovacic  
Chairman  
Federal Trade Commission  
Room 400  
600 Pennsylvania Avenue, NW  
Washington, DC 20580

Dear Mr. Chairman:

As a follow up to the report on advertising food and beverages to children, "*Food, Beverage and Restaurant Advertising in 2007 – Children's Impressions and Expenditures on Children's Programs*" by Georgetown Economic Services ("GES"), September 22, 2008, the Grocery Manufacturers Association and the Association of National Advertisers would like to share some additional analysis by GES on this subject.

Since the Commission's first Workshop on obesity, the Commissioners have expressed interest in industry initiatives that could address the demand for advertising that supports good nutrition and healthy lifestyles. According to the latest data available from Nielsen Media Research for the year 2007, GES has found that the fifteen participants of the Council of Better Business Bureaus' Children's Food and Beverage Advertising Initiative accounted for over 80 percent of the food, beverage and restaurant commercials that children between the ages of two and eleven see on children's television programming.

We are pleased to share this news with the Commission and would be happy to respond to any questions you may have.

Sincerely,

A handwritten signature in black ink that reads "Pamela G. Bailey".

Pamela G. Bailey  
President and Chief Executive Officer  
Grocery Manufacturers Association

A handwritten signature in black ink that reads "Bob Liodice".

Robert D. Liodice  
President and Chief Executive Officer  
Association of National Advertisers

cc: Pamela Jones Harbour, Commissioner  
Jon D. Leibowitz, Commissioner  
J. Thomas Rosch, Commissioner