

UNITED STATES OF AMERICA  
 Before the  
 FEDERAL TRADE COMMISSION  
 Washington, D.C. 20507

RULE MAKING PROCEEDING  
 Project No. P214504

---

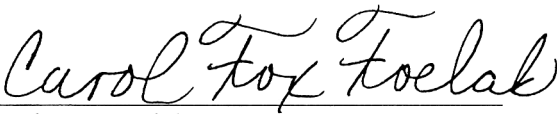
RULE ON THE USE OF CONSUMER REVIEWS : ORDER  
 AND TESTIMONIALS : March 4, 2024

---

The Federal Trade Commission (FTC) commenced this proceeding with a Notice of Proposed Rulemaking, *Rule on the Use of Consumer Reviews and Testimonials*, 88 Fed. Reg. 49364 (July 31, 2023) (NPRM). The FTC appointed the undersigned Administrative Law Judge to preside over the informal hearing in the proceeding, *Rule on the Use of Consumer Reviews and Testimonials*, 89 Fed. Reg. 2526 (Jan. 16, 2024) (Hearing Notice). A hearing session was held on February 13, 2024, at which the following interested persons appeared: Fake Review Watch; the Interactive Advertising Bureau (IAB); a group of academic researchers (The Researchers); and the FTC Bureau of Consumer Protection (BCP). After consideration of arguments made at the hearing session and further briefing, the undersigned designated as a disputed issue of material fact: “Whether the compliance costs for businesses will be minimal.” *Rule on the Use of Consumer Reviews and Testimonials*, Order (A.L.J. Feb. 23, 2024) (Feb. 23 Order). The undersigned ordered: the hearing session on the designated disputed issue will commence on March 6, 2024; and IAB and BCP must provide notice concerning their witness[es] and any proposed exhibits by March 1, 2024. *Rule on the Use of Consumer Reviews and Testimonials*, Order (A.L.J. Feb. 28, 2024) (Feb. 28 Order).

After consideration of IAB’s March 1 filing (which did not include any exhibits) and BCP’s response, the undersigned ordered IAB, by March 5, to provide any exhibits that it intends to offer. *Rule on the Use of Consumer Reviews and Testimonials*, Order (A.L.J. Mar. 4, 2024). IAB should provide such exhibits, if any, as soon as possible, and, in any event, by 12:00 noon EST on March 5.

IT IS SO ORDERED.

  
 Carol Fox Foelak  
 Administrative Law Judge