



THE CHAIRMAN

FEDERAL TRADE COMMISSION

WASHINGTON, D.C. 20580

March 13, 2012

James A. Guest, President & CEO
Consumer Reports
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Yonkers, NY 10703-1057

Dear Jim:

Fifty years ago, President Kennedy delivered a special message to Congress on the importance of consumer protection. On March 15, 1962, he said, "Consumers ... are the largest economic group in the economy, affecting and affected by almost every public and private economic decision. But they are the only important group in the economy ... whose views are often not heard." President Kennedy outlined a set of four basic principles that we know today as the Consumer Bill of Rights.

The anniversary of this message has since come to be recognized by consumer groups around the globe as World Consumer Rights Day. The issues that President Kennedy spoke of in 1962 are just as relevant today as they were then.

The Federal Trade Commission, the nation's consumer protection agency, holds these ideals at the very core of our mission. Our responsibility is to ensure that the scales of business are not tipped against consumers. We work to protect Americans against unfair, deceptive, or fraudulent practices in the marketplace. Through enforcement, advocacy, education, and policy work, the FTC strives to enhance informed consumer choice.

We commend Consumer Reports for all of the work you do to protect and consumers as well. World Consumer Rights Day has become a day to recognize positive consumer engagement across the world through the work of Consumers International, a global non-profit organization representing more than 220 consumer groups in 115 countries.

We appreciate your ongoing leadership at Consumer Reports, as well as your work for Consumers International. Let me extend a hearty congratulations to you all on the occasion of World Consumer Rights Day.

Yours truly,

Jon Leibowitz
Chairman