



NEWS

Media Contact

Brad Wills
Wills & Associates, Inc.
Tel. 240.752.7171
bwills@wills-pr.com

FTC Consumer Protection Director to Address The Great Ideas Summit 2010, presented by ERA

Keynote by David Vladeck Will Focus on Future Developments in Consumer Protection

ARLINGTON, Va. – January 8, 2010, 2010 – The Electronic Retailing Association (ERA), the leading trade association for direct-to-consumer commerce, today announced that David Vladeck, director of the Federal Trade Commission’s Bureau of Consumer Protection, will be a featured keynote speaker at The Great Ideas Summit 2010, presented by ERA, February 1-3, 2010 in New Orleans. Vladeck’s address will focus on the dramatic developments at the FTC over the past year regarding endorsements and testimonials, and what the future holds for the direct response industry.

“ERA members are committed to adopting practices that begin with consumer protection in mind, and we are an established leader in developing self-governing guidelines to achieve those goals,” said Julie Coons, ERA’s president and CEO. “We are thrilled to welcome David as one of our keynotes at The Great Ideas Summit, and look forward to his perspective on recent changes to policies governing direct-to-consumer advertising and his insights on emerging issues that may impact our industry.”

Vladeck has been director of the FTC bureau that is charged with protecting consumers against unfair, deceptive or fraudulent practices since April 2009. Vladeck is currently on leave from Georgetown University Law Center, where he has taught courses in federal courts, government

processes, civil procedure, and first amendment litigation. He also has directed the Institute for Public Representation, a clinical law program at the Law Center where he handled a broad array of civil rights, first amendment and regulatory litigation. Before joining the Georgetown faculty in 2002, he spent nearly 30 years with Public Citizen Litigation Group, where he was its director from 1992 to 2002. He has handled a wide range of complex litigation, primary in federal courts, including first amendment, health and safety, civil rights, class actions, preemption and open government cases. He has argued a number of First Amendment and civil rights cases before the United States Supreme Court, and more than 60 cases before the federal courts of appeal and state courts of last resort. Vladeck has testified frequently before Congress, advised members of Congress on legal matters, and written on administrative law, preemption, first amendment, legal ethics, and access to justice issues. In May 2008, *Legal Times of Washington* recognized him as one of 30 “champions of justice,” and one of the 90 greatest lawyers in Washington, D.C., over the past 30 years.

Vladeck’s keynote address at The Great Ideas Summit 2010 will take place Wednesday, Feb. 3, from 9:00 a.m. to 10:00 a.m. at the Hilton New Orleans Riverside.

About The Great Ideas Summit 2010

A new name and a new focus. The Great Ideas Summit 2010 – formerly known as the eRetailer Summit – will tackle the hottest issues facing the direct-to-consumer industry resulting from the convergence of online and traditional marketing channels. Among the topics under discussion at this education-focused conference will be affiliate marketing, the future of paid programming and mobile commerce. For more information about The Great Ideas Summit 2010, presented by ERA, please visit www.ERAGreatIdeas.org.

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 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.