



Office of the Secretary

UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, D.C. 20580

September 9, 2004

S.M. Oliva  
President  
Citizens for Voluntary Trade  
P.O. Box 66  
Arlington, VA 22210

*Re: In the Matter of KFC Corporation, File No. 0423033, Docket No. C-4118*

Dear Mr. Oliva:

Thank you for your comments on behalf of Citizens for Voluntary Trade ("CVT") regarding the proposed consent order accepted by the Federal Trade Commission for public comment in the above-captioned matter. Your letter indicates that CVT opposes the proposed settlement because it believes that the First Amendment does not permit the Commission to restrict KFCC's future advertising merely because its past advertising was deceptive, and that the Commission's action does not achieve a benefit that would not otherwise be achieved through the free market.

After considering your comments, the Commission has determined that the public interest would best be served by issuing the Decision and Order in final form without modification. A copy of the final Decision and Order is enclosed for your information. Relevant materials also are available from the Commission's Website at <http://www.ftc.gov>.

It helps the Commission's analysis to hear from a variety of sources in its work, and we appreciate your interest in this matter.

By direction of the Commission.

Donald S. Clark  
Secretary