



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

Division of Advertising Practices

June 28, 2013

VIA EMAIL AND FIRST CLASS MAIL

Brian Dubinsky, President
Peter Magalhaes, Vice President
Manley Toy Quest LLC
2229 Barry Avenue
Los Angeles, CA 90064
peter@toyquest.com

Re: Toy Quest/Banzai Portable Pool 2012, FTC File No. 112-3183

Dear Messrs. Dubinsky and Magalhaes:

As you know, the staff of the Division of Advertising Practices of the Federal Trade Commission has conducted an inquiry into certain advertising (including labeling) by ToyQuest for its Banzai Sea Land Adventure Pool. The Children's Advertising Review Unit of the Council of Better Business Bureaus (CARU) referred the advertising to us after it concluded that Toy Quest failed either to modify its advertising as recommended to include adult supervision in its depiction of the pool or to appeal CARU's decision.

Upon review of the matter, we have determined not to recommend enforcement action at this time. Among the factors we considered are the company's cessation of the advertising at issue and your representation that the company will work with CARU to resolve its concerns.

This action is not to be construed as a determination that a violation of law did not occur, just as the pendency of an investigation should not be construed as a determination that a violation has occurred. The Commission reserves the right to take such further action as the public interest may require.

Very truly yours,

A handwritten signature in blue ink that reads "Mary K. Engle".

Mary K. Engle
Associate Director

Cc: Wayne Keely, Director, CARU
Angela Tiffin, Attorney, CARU