UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, DC 20580

Office of the Secretary

March 24, 2015

Ferbie Vazquez
State of New York

Re: *In the Matter of Sony Computer Entertainment America LLC and Deutsch LA, Inc.*
FTC File No. 122 3252, Docket Nos. C-4514 and C-4515

Dear Mr. Vazquez:

Thank you for commenting on the Federal Trade Commission's proposed consent agreements in the above-referenced proceeding. The Commission has placed your comment on the public record pursuant to Rule 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii), and has given it serious consideration.

In your comment, you expressed your disappointment that Sony and Deutsch deceptively advertised the cross save feature of the PS Vita. Your comment suggests general support for the Commission's action, and you do not propose any revisions to the draft complaints or the consent agreements. Accordingly, the Commission has determined that the public interest would best be served by issuing the Decisions and Orders in final form without modification. The final Decisions and Orders and other relevant materials 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, and we thank you again for your comment.

By direction of the Commission.

Donald S. Clark
Secretary

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, DC 20580

Office of the Secretary

March 24, 2015

Jason Weber
State of Tennessee

Re: *In the Matter of Deutsch LA, Inc.*
FTC File No.122 3252, Docket No. C-4514 and C-4515

Dear Mr. Weber:

Thank you for commenting on the Federal Trade Commission's proposed consent agreement in the above-referenced proceeding. The Commission has placed your comment on the public record pursuant to Rule 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii), and has given it serious consideration.

In your comment, you expressed your disappointment in Deutsch's misleading advertisements for the cross play feature of the PS Vita. Your comment expresses general support for the Commission's action, and you do not propose any revisions to the draft complaint or the consent agreement. Accordingly, the Commission has determined that the public interest would best be served by issuing the Decision and Order in final form without modification. The final Decision and Order and other relevant materials 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, and we thank you again for your comment.

By direction of the Commission.

Donald S. Clark
Secretary

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, DC 20580

Office of the Secretary

March 24, 2015

Ethan Torres
State of New York

Re: *In the Matter of Deutsch LA, Inc.; Sony Computer Entertainment America LLC*
FTC File No. 122 3252, Docket Nos. C-4514 and C-4515

Dear Mr. Torres:

Thank you for commenting on the Federal Trade Commission's proposed consent agreement in the above-referenced proceeding. The Commission has placed your comment on the public record pursuant to Rule 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii), and has given it serious consideration.

In your comment, you requested a refund in the Commission's case against Sony Computer Entertainment America LLC, ("SCEA") and its advertising agency, Deutsch LA, Inc., for deceptive advertising of the PS Vita. If you purchased your PS Vita before June 1, 2012, you may be eligible to receive redress in the form of either $25 in cash or a $50 merchandise voucher for select video games and/or services pursuant to the proposed order against SCEA. Soon after the proposed order is finalized by the Commission, SCEA will send eligible purchasers it can reasonably identify an email with all the information necessary to obtain redress. SCEA will also publish the details of this redress offer on the first page of the PlayStation Vita section of its website. Given your interest, the Commission will send your comment to SCEA to alert it of your redress request. You can obtain more information on the settlement and about the status of the proposed order by visiting www.ftc.gov and searching for "Sony Computer Entertainment America."

After consideration of your comment, the Commission has determined that the relief set forth in the consent agreement is appropriate and sufficient to remedy the violations alleged in the complaint. The final Decision and Order and other relevant materials 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, and we thank you again for your comment.

By direction of the Commission.

Donald S. Clark
Secretary