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VIA ELECTRONIC TRANSMISSION

Karen S. Hobbs; Craig Tregillus
Division of Marketing Practices
Bureau of Consumer Protection
Federal Trade Commission
Washington, DC 20580

RE: Telemarketing Sales Rule Regulatory Review, 16 CFR Part 310, Project No. R411001

Dear Ms. Hobbs and Mr. Tregillus:

On behalf of the Professional Association for Customer Engagement (PACE), I am writing to request a two month extension to the comment deadline in the above referenced matter. To provide some background, PACE is a non-profit trade organization dedicated exclusively to the advancement of companies that utilize contact centers as an integral channel of operations. PACE members include companies with inbound and outbound contact centers, users of teleservices, trainers, consultants, and equipment suppliers who initiate, facilitate, and generate telephone, Internet, and e-mail sales, chat service, and support. Founded in 1983, PACE represents more than 4,000 contact centers that account for over 1.8 million professionals worldwide. Contact centers offer traditional and interactive services that support the e-commerce revolution, provide specialized customer service for Fortune 500 companies, and generate annual sales of more than \$900 billion.

PACE is diligently working with its members to collect and organize the information sought by the Commission. It conducted a webinar to educate its members on the Commission's request and has developed an on-line survey tool to provide its members with a platform to respond to each of the specific questions posed by the Commission. Even with these efforts— given the scope of the request and the dramatic impact any changes to the Telemarketing Sales Rule could have on PACE members— we require additional time to adequately respond to the Commission's Request for Comments. We believe this additional time is necessary for PACE and others to provide well thought out and valuable input that will help the Commission fulfill its goal of protecting consumers while avoiding unnecessary burdens on legitimate businesses.

Thank you in advance for your consideration.

Sincerely,

Michele A. Shuster