



United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Division of Advertising Practices

September 3, 2019

Laura Brett, Esq.
Director
National Advertising Division
112 Madison Avenue, 3rd Floor
New York, NY 10016

Re: Advertising by the Puerto Rico Telephone Company for Claro Wireless Services

Dear Ms. Brett:

We have reviewed the National Advertising Division's referral of AT&T Communications, Inc.'s challenge alleging that the Puerto Rico Telephone Company ("PRTC") falsely claims that its Claro wireless service offers consumers "The Most Powerful Network." NAD referred the matter to the Federal Trade Commission after PRTC declined to participate in the NAD self-regulatory process, citing NAD's jurisdictional limitations.

We have had several communications with PRTC representatives. Upon careful review of this referral, we have determined not to take additional action at this time. In reaching this conclusion, we considered a number of factors including resource allocation and enforcement priorities, the nature of any FTC Act violation, and the type and severity of any consumer injury. We also considered the availability of other avenues to resolve this matter such as Puerto Rico law enforcement authorities¹ or private resources.

¹ Your referral letter stated that you concurrently referred this matter to the Puerto Rico Department of Justice.

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The staff's decision to forego a formal investigation at this time is not to be construed as a determination that a violation may not have occurred, 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. The FTC appreciates your referral and the opportunity to continue to assist in supporting the NAD.

Very Truly Yours,



Carolyn L. Hann
Chief of Staff for Advertising Practices

cc: Joseph P. Grasser, Esq., Squire Patton Boggs LLP