



Office of the Secretary

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

July 1, 2026

Commenter Anonymous

Re: *In the Matter of Publishing.com*, FTC File No. 242-3055

Dear Anonymous,

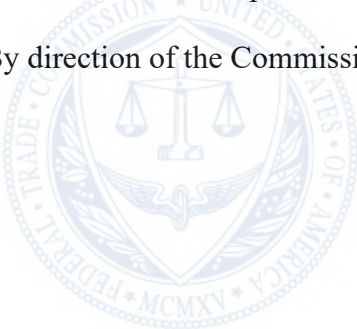
The Commission's analysis is aided by hearing from a variety of sources, and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

The proposed order against Publishing.com, Christian Mikkelsen, and Rasmus Mikkelsen (collectively, "Publishing") settles charges that Publishing made unsubstantiated earnings claims, misrepresented their refund policy, and promoted deceptive reviews and testimonials.

The order would prohibit Publishing from making false or unsubstantiated earnings claims. The order would also prohibit Publishing from making misrepresentations concerning products or services, cancellation or refund policies, and reviews and testimonials. It would also require Publishing to disclose any unexpected material connections with endorsers or reviewers and any payments or incentives for posting reviews. Finally, the order would include \$1.5 million in monetary relief that the Commission can use to provide refunds to injured consumers. We consider the facts and circumstances of each matter to assess how to feasibly and equitably distribute funds available for consumer redress.

Having considered all the facts of this case and the comments submitted in response to the proposed order in the above-referenced matter, the Commission has determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

By direction of the Commission.



April J. Tabor  
Secretary



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July 1, 2026

Commenter Lori Flynn

Re: *In the Matter of Publishing.com, FTC File No. 242-3055*

Dear Ms. Flynn,

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Commenter Kathy Hill

Re: *In the Matter of Publishing.com*, FTC File No. 242-3055

Dear Ms. Hill,

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July 1, 2026

Commenter Valerie Waters

Re: *In the Matter of Publishing.com, FTC File No. 242-3055*

Dear Ms. Waters,

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Commenter Bethany Zahorsky

Re: *In the Matter of Publishing.com*, FTC File No. 242-3055

Dear Ms. Zahorsky,

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