**Before the**

**Federal Communications Commission**

**Washington, D.C. 20554**

In the Matter of )

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Toll Free Assignment Modernization ) WC Docket 17-192

)

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Toll Free Service Access Codes ) CC Docket No. 95-155

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Comments for Comet Media Inc.

Dear Commission,

Comet Media Inc. utilizes toll free numbers to generating marketing leads and sales across hundreds of industries within the US. The trickle-down effect of our business creates jobs and drives commerce. Changing the status quo will adversely impact our business and put thousands jobs in jeopardy.

The margins on toll free numbers is very small and moving to an auction would drive costs even higher and make the business costs prohibitive. We already see companies dropping their toll free inventory due to the new FCC Fees. Adding more costs will only drive more companies out of business and reduce the FCC’s tax revenue.

We do understand the ad-hoc auction need for certain high value toll free numbers and being able to trade numbers. We also appreciate the need for certain public facing vanity numbers to be utilized for the public good. These are issues that can be addressed on a case by case basis with a positive effect. As a whole changing the rules, increasing barriers and adding costs will negatively influence business and the FCC’s tax revenue.

I appreciate your attention.

Samuel Sudderth

Director

Comet Media Inc.