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April 13, 2007

VIA ELECTRONIC FILING

Ms. Marlene Dortch, Secretary
Federal Communications Commission
445 12th Street, SW
Washington, D.C. 20554

Re: Notice of Ex Parte Presentations, MB Docket No. 03-15

Dear Ms. Dortch:

On April 12, 2007, the undersigned, as counsel to the Consumer Electronics Retailers Coalition (CERC), accompanied by Jennifer Blum of Drinker Biddle & Reath LLP on behalf of CERC member RadioShack Corporation, met with Cristina Chou Pauze, Legal Advisor to Commissioner McDowell. On April 13, the undersigned, accompanied by Marc Pearl, Executive Director of CERC, met with Rudy Briocche, Legal Advisor to Commissioner Adelstein, and with Rick Chessen, Senior Legal Advisor to Commissioner Copps. On the same day Ms. Blum, Mr. Pearl and the undersigned had a telephone conference with Michelle Carey, Senior Legal Advisor to Chairman Martin, and the undersigned met with Chris Robins, Acting Legal Advisor to Commissioner Taylor Tate.

The subject of the meetings and the telephone conference was pending Commission action in this Docket to require specific “consumer alert” labeling, at retail and in any retail offering or advertisement, with respect to any new “analog-only television set” offered for sale. In these meetings and the conference CERC noted that it had supported mandating, in legislation, the specific language in question when it had been proposed in legislation that clearly specified the exact language necessary, and allowed a feasible time for implementation. In the present context we said that CERC would be similarly supportive provided that a reasonable timeframe be allowed for implementation in all media and display circumstances, once the precise text had been publicly specified by the Commission.

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This letter is submitted pursuant to Section 1.1206(b)(2) of the Commission's rules to provide notice of an oral *ex-parte* presentation in the above referenced matter. Copies of the letter and the attachments are being sent by electronic mail to the meeting participants identified above.

Respectfully submitted,

Robert S. Schwartz

Robert S. Schwartz
Constantine Cannon LLP
CERC Counsel

cc: Rudy Brioche
Michelle Carey
Rick Chessen
Cristina Chou Pauze
Chris Robins