

Consumer Electronics Retailers Coalition



November 8, 2007

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

Re: *Ex Parte* Communications, DTV Transition Consumer Education, MB
Docket No. 07-148.

Dear Ms. Dortch:

On November 6, 2007, Paula Prah, Vice President, Public Affairs, Best Buy Co., Inc.; and the undersigned met with Commissioner Deborah Tate's Legal Advisor, Amy Blankenship with respect to the above entitled matter.

On behalf of the Consumer Electronics Retailers Coalition ("CERC") and Best Buy, we reviewed the consumer education steps already taken and in process with respect to the DTV transition. We discussed specific actions Best Buy has voluntarily taken and reviewed the testimony of CERC and of Best Buy before the Senate Commerce Committee and the House Energy and Commerce Committee, and the *ex parte* responses that CERC and member consumer electronics retailers have provided to the Commission in the above referenced docket. We stressed that CERC, Best Buy, and other members of CERC have worked cooperatively with the Commission and with the NTIA, and that CERC and its members look forward to continuing to do so.

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,

A handwritten signature in black ink, appearing to read 'Marc A. Pearl', written in a cursive style.

Marc A. Pearl
Executive Director of CERC

Cc: Amy Blankenship