

Champion Communications, Ltd.

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October 21, 2011

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 Twelfth Street, S.W.
Washington, DC 20554

Dear Chairman Genachowski:

I recently learned that the FCC posted a Notice of Proposed Rulemaking that suggests a ban of third- party billing as a solution to phone bill cramming. I am strongly opposed to this drastic measure and would like to express my thoughts about how detrimental this would be to thousands of businesses and consumers.

I am the CEO of Champion Communications, Ltd.. My company is located in Florida with 32 employees. We are an automated, interactive service bureau that has been successfully providing services for 19 years.

We provide many different services to both businesses and residential areas, and our customers value us as a quick and easy way to access information such as weather, time and local information updates. Our customer include the State of New Jersey, over 20 banks, including Bank of America and Wells Fargo, the major broadcast networks as well as many Fortune 500 and a plethora of individual smaller businesses. Third- party billing allows small businesses like ours to consolidate overhead costs and eliminate unnecessary administrative paperwork giving us a chance to compete with other larger companies, and providing our consumers with greater choice and lower prices. The cost efficiencies of being able to bill consumers through third-party billing also give us the opportunity to use our resources to hire and expand.

Certainly, no consumer should be billed for a service they did not request. However, it is important to remember that each year; millions of consumers gather information by placing a single phone call to services like ours. Consumers come to us for their information because it is convenient for them and because they have used our service and

trusted it over the course of several years. Introducing new rules that would essentially take these services away from consumers does not make sense for them, and does not make sense for the businesses that have faithfully catered to them throughout their history.

As a successful and growing business for 19 years and tens of thousands of satisfied customers, Champion Communications, Ltd. is committed to acting in the best interest of the consumer. We believe that the elimination of third-party billing would be harmful to both the consumer and business, and we hope that you will take these observations into consideration when determining new rules for fighting cramming.

In summary, every industry has companies that break the rules, both in the letter of the law as well as the spirit. It is not fair or reasonable to penalize the companies that follow the rules and have for many years. I am in support of restrictions and harsher penalties to prevent and punish the companies that disregard the existing rules, instead of punishing the ones that follow it.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Eric Cherry". The signature is stylized and somewhat cursive, with a large loop at the top.

Eric Cherry
CEO
Champion Communications, Ltd.