**ANA Urges FTC To Reconsider Regulation Of Fake Reviews**

The Association of National Advertisers is urging the Federal Trade Commission to drop its proposed regulation tackling fake online reviews. "ANA does not believe that rulemaking is warranted, wise, or a balanced approach," the ANA stated, warning that it "is particularly concerned that this rulemaking will have a chilling effect on truthful speech."

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[*https://www.mediapost.com/publications/article/389745/ana-opposes-ftc-proposal-to-crack-down-on-fake-rev.html*](https://www.mediapost.com/publications/article/389745/ana-opposes-ftc-proposal-to-crack-down-on-fake-rev.html)