

DAVIDSON & COMPANY

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February 23, 2006

Division of Dockets Management (HFA-305)
Food and Drug Administration
5630 Fishers Lane, rm. 1061
Rockville, MD 20852

Re: Docket No. 2005N-0354

To Whom It May Concern:

I would like to submit additional comments for the record regarding the Food and Drug Administration's (FDA) November 1-2, 2005 public hearing on "Consumer-Directed Promotion of Regulated Medical Products." As the Executive Director of The Advertising Coalition (TAC) representing the advertising, media and pharmaceutical industries, the enclosed statement is a supplement to my presentation at the National Transportation Safety Board Boardroom and Conference Center on November 2, 2005.

The statement compiles data and information from numerous studies and addresses the importance of prescription drug advertising as a vital source of information for consumers.

Thank you for reviewing my additional comments.

Respectfully submitted by,

James H. Davidson