UNITED STATES OF AMERICA

FEDEML TRADE COMMISSION

WASHINGTON. D.C. 20580

Bureau of Consumer Protection
Division of Advertising Practices

May 17,2007

Michael Birch
Bebo, Inc.
142 1 Oth Street
San Francisco, CA 94103

Re: Bebo, Inc. (FTC File No. 062 3 154)

Dear Mr. Birch:

As you are aware, the staff of the Federal Trade Commission has conducted an investigation to detemine whether your social networking website, Bebo, Inc., has violated provisions of the FTC's Children's Online Privacy Protection Rule (COPPA Rule), 16 C.F.R. 5 3 12. In pertinent part, the COPPA Rule requires operators of websites directed to children under 13 years