

Date: 1 March 2011 14:59:26 GMT

Dear Ms Newell

I am attaching our response to the ASA's draft recommendations, together with two other documents of relevance to the case.

I would like to add that we are profoundly concerned at the way the ASA has handled these complaints and our response to them, and that we are taking legal advice about how we should proceed in the light of the serious issues raised.

Yours sincerely

William Alderson