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August 18, 2006

VIA E-mail

Gerald Lylyk
Director, Consumer Affairs
Canadian Radio-Television and Telecommunications Commission
Ottawa, ON, K1A 0N2

Dear Mr. Lylyk:

Regarding: **Telecom Public Notice CRTC 2006-4: Proceeding to establish a national do not call list framework and to review the telemarketing rules – Application for Costs**

It has just come to the Canadian Marketing Association's (CMA's) attention that there may have been a formal deadline for application for costs in the above-noted proceeding, even though those proceedings are continuing. CMA has been actively involved not only in the public proceeding but also as members of the Consortium Formation CISC Subcommittee, the DNCL Operations CISC Subcommittee (the DOWG) and all of the subcommittees to the subcommittees.

All of these bodies have been meeting since the public proceeding commenced and have been continuing to meet at a regular basis. For example neither the Communications or Market Size subcommittees of the DOWG have completed their work and CMA representatives continue to contribute to each of these sub-committees. It is for this reason that CMA has not yet submitted its application for costs in this proceeding.

As you are aware, CMA

- (a) is representative of a class of subscribers that has an interest in the outcome of the proceeding and will suffer a detriment as a result of the order or decision resulting from the decision,
- (b) has participated in a responsible way; and
- (c) has contributed to a better understanding of the issues by the Commission.

Additionally, CMA is a not for profit organization. Moreover, our membership has operated a national Do Not Contact program for 17 years at no cost to Canadian consumers. Our voluntary participation in the regulatory process has been prompted by a new legislatively mandated service that has been necessitated by the telemarketing activities of certain organizations not associated with the CMA.

We are requesting, therefore, an extension of time for the deadline for application for costs in this proceeding on the understanding that the application would follow the completion of CMA's involvement in the subcommittees related to the proceeding.

Sincerely,

Wally Hill
Vice President, Public Affairs and Communications

Copy: All Interested Parties to Telecom PN CRTC 2006-4