November 19, 2018

Chairman Joseph J. Simons  
Commissioner Rohit Chopra  
Commissioner Noah Phillips  
Commissioner Rebecca Slaughter  
Commissioner Christine S. Wilson  
US Federal Trade Commission  
600 Pennsylvania Avenue, NW  
Washington, DC 20580

Dear Chairman Simons and Commissioners Chopra, Phillips, Slaughter, and Wilson:

The undersigned military and veterans service organizations, representing millions of current and former servicemembers, their families, and survivors, write to thank you for your decisive action to shut down the websites Army.Com, Air-Force.com, ArmyEnlist.com, NavyEnlist.com, AirForceEnlist.com, MarinesEnlist.com, NationalGuardEnlist.com, AirGuardEnlist.com, and CoastGuardEnlist.com. We urge you to disclose the names of the colleges that participated in this scheme.

These websites, as the Commission wrote in its complaint, “targeted military recruits and induced them to submit their information by disguising their websites and advertisements as official [US military] recruiting channels and representing that the information would be used solely for [US military] recruiting purposes.”

Because the US Armed Forces are all-volunteer, with no current conscription, and given recent news regarding inadequate numbers of new volunteer recruits for the US Army, these websites acted perniciously in interfering with the military’s genuine recruitment and in denying potential enlistees with the opportunity to proudly wear their nation’s uniform.

Indeed, the Commission found that Army.com specifically told military recruits that the US Army did not need volunteers: “Please be aware that our military is currently downsizing. Army.com wants you to know that there are more ways for you to serve your country than just military service. If you had a college education you could contribute through engineering, science, law, health care, and more.” Because this is the exact opposite of the truth – given that the US Army is currently facing a critical shortage of volunteers – the websites’ actions are particularly pernicious and damaging to military readiness and national security.

As the Commission is aware, several colleges participated in this scheme to deny the Armed Forces of its volunteer enlistees. We urge you to disclose the names of the unscrupulous colleges that participated in this scheme, either by funding the websites, paying the websites for

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potential military enlistees’ contact information, or paying to be promoted by the websites, including deceiving students into believing that the military endorsed the schools and wished the recruits to attend the schools rather than join the military.

The attached screenshots of the websites support your findings. Patriotic citizens visited these websites, trying to enlist in the military to serve their country, but their contact information never was given to the Armed Forces. Instead, their attempts to volunteer with the Armed Forces were re-routed to bad actor colleges that bombarded them with sales pitches to attend the bad actor college rather than serve in the military. Moreover, potential military recruits were “provided the false impression that the military endorsed those schools,” as the Commission found.3

We thank you for your action shutting down these websites, and urge you to disclose the names of the unscrupulous colleges that participated in this scheme to deny the Armed Forces of its volunteer enlistees. We also urge you to share this information with the Department of Defense.

Sincerely,

[Signatures]

Air Force Sergeants Association

AMVETS

Army Aviation Association of America

Association of the United States Army

Association of the United States Navy

Blue Star Families

Code of Support Foundation

3 Id. at 7.
Military Officers Association of America

Military Order of the Purple Heart

National Military Family Association

Non-Commissioned Officers Association of the United States of America

Paralyzed Veterans of America

Service Women's Action Network

Student Veterans of America

Swords to Plowshares

The Mission Continues

The Retired Enlisted Association

Tragedy Assistance Program for Survivors

U.S. Coast Guard Chief Petty Officers Association & Enlisted Association

Veterans for Common Sense

Veterans Education Success

Vietnam Veterans of America
How To Join The U.S. Army

If you are interested in a career in the U.S. Army and becoming an important part of defending our Nation's security and interests abroad, the Army offers a series of benefits ranging from competitive pay and education assistance to insurance and retirement benefits. Learn the skills you need to succeed while making a difference. Follow the steps below to learn more about enlisting in the U.S. Army!

**Active Duty**
- Can I Join
- 7 Steps to Join
- Active Duty Requirements
- Active Duty vs. Reserve Duty

**Reserves**
- Army Reserves
- Benefits
- Requirements
- Basic Training

**Prior Service**
- Blue to Green
- Prior Service Enlistment Bonuses
- Prior Service FAQ

**ROTC**
- Army JROTC
- Army ROTC
- Scholarships
- ASVAB

**Contact a Recruiter**

Search this site...

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How To Join The Navy

Joining the United States Navy is a great way to launch or advance your career. From the extensive job opportunities and unrivalled experience, to the exceptional benefits and generous educational assistance programs, America's Navy can help you establish your future as a professional. And it's one place where you can be assured that what you do makes a difference in the world. Every day.

Below are the 5 steps to joining the Navy:

**Speak to a Recruiter**
When you are interested in more information in regards to joining the Navy your local recruiter will be able to answer any questions you may have. Whether it is requirements to join, pay scale, benefits, or education your local recruiter will be able to give you the answers.

**Talk With Family and Friends**
With any big decision in life it is a good idea to lean on your loved ones for advice and direction. Make sure to talk with them about the Navy, its advantages, and why joining the Navy is right for you.

> Contact a Recruiter <

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Jumpstart your education!
Find schools programs near you.