

Vanity International

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October 1, 2010

Mr. Aaron M. Panner
Kellogg, Huber, Hansen, Todd, Evans & Figel, P.L.L.C.
Sumner Square
1615 M. Street, N.W., Suite 400
Washington, D.C. 20036-3209

Re: SMS/800 & Vanity International

Dear Mr. Panner:

Thank for your critique of our business model (Technology Law Group, LLC, September 17, 2010, by Neil S. Ende, Esq.)

Please rest assured that we take matters of mis-perception seriously. Remarkably, Mr. Ende glossed over the key contract term that binds each and every one of our active clients (top of page 4 of 9 in Mr. Ende's report attachment):

"By submitting requests, [clients] agree that all revenues earned by Vanity International are agency revenues, strictly defined and expressly acknowledged as being paid for professional acquisition services. You are not "buying" numbers, but are paying professional fees on per success basis."

Yet, I was delighted to note your reference to, "will depend on the facts," as "facts" have never impeded Mr. Quimby's rage, rants, slanders, or even reported death threats in the past.

It's good to see that he finally has some adult supervision.

Very truly yours,



Loren C. Stocker

CC: Sharon E. Gillett
Chief Wireline Competition Bureau
Federal Communications Commission