

April 19, 2017

Terri Samujh
Franklin Templeton Investments
One Franklin Parkway
San Mateo CA 94403

Reference: **FR2017-0227-0219/E**
Link Reference : FR2015-0123-0324

Org Id :332

REVIEW LETTER

1. Availability Bias - Storyboard and Behavioral Finance Video (#2017-175)

Rule: FIN 2210

5 pages

Fee: \$125

Total Fee: \$125

Attention: Terri Samujh

The material submitted appears consistent with applicable standards.

Reviewed by,

Michael G. Berkovich
Associate Principal Analyst

jb

This year's Advertising Regulation Conference will be held on October 5-6 in Washington, D.C. For more information and to register, please access the conference webpage at www.finra.org/2017adreg.

NOTE: This review is limited to the communication that was filed. We assume that the communication does not omit material facts, contain statements that are not factual, or offer opinions that do not have a reasonable basis. This communication may be described as "Reviewed by FINRA" or "FINRA Reviewed"; however, there must be no statement or implication that this communication has been approved by FINRA.



Please send any communications related to filing reviews to this Department through the Advertising Regulation Electronic Filing (AREF) system or by facsimile or hard copy mail service. We request that you do not send documents or other communications via email.