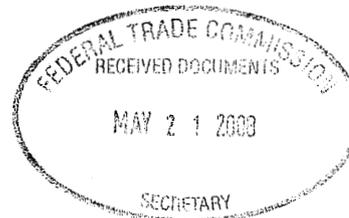




Vision For Life
INTERNATIONAL™
Life Without Limits

May 20, 2008

Federal Trade Commission
Office of the Secretary
Room H-135 (Annex S)
600 Pennsylvania Avenue, NW
Washington, DC 20580



Re: Business Opportunity Rule, R511993

Dear Sir or Madam:

The purpose of this letter is to formally state our agreement and support of the DSA's position regarding the Revised Proposed Business Opportunity Rule.

As a member of the direct sales industry, Vision for Life International™ appreciates the FTC's good faith efforts to consider the views of the many thousands of direct sellers nationwide. Additionally, our company concurs with the FTC's conclusion that revisions to the originally proposed rule were necessary in order to exempt legitimate direct sellers from coverage.

We support and respect the important consumer protection role played by the FTC, and share your commitment to protect the public from unscrupulous business practices that undermine consumer confidence in legitimate business enterprises such as our own.

As a member in good standing of the Direct Selling Association, Vision For Life International™ fully concurs with the comments and suggestions submitted to the FTC by the DSA. We trust that these recommendations will be incorporated as the FTC works to perfect, clarify, and implement the improved and revised business opportunity rule.

i,


Mark A. Stevens
CEO and President

CC: John Webb, DSA

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