

#4/CASE JR
Fort Myers Fitness
at Gateway

Health • Nutrition • Aerobics • Daycare

522418-70285

WH 541312- FIC

SCANNED

"Your Health is our Business"

May 6, 2006

Re: FTC "Business Opportunity" Rule, 71 Fed. Reg. 19054 (April 12, 2006)

The Hon. George W. Bush
President of the United States
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20500

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AGENCY LIAISON

Dear President Bush:

I am a small business owner in Fort Myers Florida, a Republican and a big believer in your policies. Iraq, The War on Terror, Tax Cuts and the belief that small business plays a big role in fueling our economy. In fact, I must say, I love to defend many of your policies with some of my customers. We have quite a few lefties down here in Fort Myers.

At my one small fitness center we distribute high quality products, including dietary supplements and cosmetics, made by Chula Vista, California-based Youngevity. That company is set up as an MLM which helps us keep expenses down and operate within our monthly budget. On April 12, 2006, the FTC proposed a new rule (the "Business Opportunity" rule) that will effectively severely limit the growth of, if not destroy, network marketing in this country. Is my small business a threat to someone? When I make a sale of these products, I pay taxes on them.

The products we sell are valued by hundreds of millions of people worldwide who repeat order our products precisely because of their quality. Free enterprise does work to build the American dream for all Americans, but only if it is free of unnecessary federal government regulation.

In network marketing, as in every business, there are some who violate the law and commit fraud. They should be punished, but that is no justification for adopting a rule that makes the law abiding carry a heavy and costly regulatory burden that will rob us of the low entry cost and low degree of regulation that all new prospects depend upon to get their own network marketing business up and running.

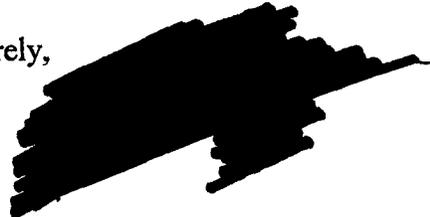
The FTC's Business Opportunity Rule would make every network marketer in this country serve a federal notice disclosure form on every new business prospect and prohibit that prospect from signing up as a new distributor for seven days. That form requires us to present a formal economic justification for every express and implied earnings claim (which has to be done by an economist and certainly cannot be done properly by lay people). That form requires us to list legal charges from every case brought against us, the companies with which we are affiliated, or other distributors in our down lines regardless of the outcome (so for those sued wrongfully, they have to republish the false charges to every new business prospect). That form requires us to list ten distributor's names, addresses, and phone numbers (so we have to reveal confidential

business information to the world). The form has to be updated monthly with new information obtained quarterly (so we must constantly work on regulatory compliance), and we have to keep copies of all forms and receipts of the forms for FTC inspection (which means FTC will be entering the homes of people who do business from home to investigate compliance). Those are some of the many disclosures required by FTC in the form. Failure to present the form to a business prospect, to update the form, or to complete the form and the updates in a way that FTC regards as proper is deemed by operation of law proof positive of deceptive advertising, a federal offense.

Mr. President, the honest home-based business people in this country do not deserve to be treated like criminals by our federal government. We should not be made to comply with costly regulations because a minority of home based business people violate the law. As it stands, FTC's proposed disclosure form will discourage most new prospects from entering the business, and all but the wealthiest already in the business will not be able to comply properly or afford the cost of the economic disclosures. Few will want to house documents for FTC inspection in their homes, as required, and so most will be discouraged by that requirement as well. This new requirement will turn law abiding citizens into law violators because few will comply due to the cost and difficulty of compliance. All will be left with a horrible choice: leave network marketing to avoid the law violation or continue in network marketing as a law violator.

Mr. President, unless you make FTC withdraw this proposed rule, it will destroy the great business opportunities presented by network marketing in America. Mr. President, please act immediately to order the FTC to withdraw the Business Opportunity rule. I anxiously await word from you.

Sincerely,

A large, solid black rectangular redaction covers the signature area of the letter.