

From: Denis Brumm
Sent: Wednesday, March 17, 2004 3:15 PM
To: CONTACTLENSRULE
Subject: Service and Pricing

To whom it may concern,

There is one element that we the consumer rely upon when doing business with our retail businesses. It is SERVICE. We are in an internet world that has provided a much broader base of retail outlets for us to do business. Each retail business should be allowed to be as competitive as they want whether it is internet or brick & mortar based. The consumer will judge the quality of one's service and/or pricing.

It is imperative that no retailer be given a forced advantage or disadvantage over another. In the contact lenses market, it would be an injustice to regulate delays in delivery of this product. If the retailer has established immediate turnaround, they should be entitled to provide this necessary service and market edge. The consumer has to assume some of the risk in their decision making process like they do with many other retail decisions they make everyday.

Don't require days of delays in delivery of contact lenses. There is no reason to impede progress and convenience today's consumer.

A taxpaying and voting consumer.

Denis J. Brumm