



REGAL WARE, INC. 1675 REIGLE DR. KEWASKUM, WI 53040 USA PHONE: 262-626-2121 FAX: 262-626-8565 www.regalware.com

May 22, 2008

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

RE: Business Opportunity Rule R511993

Dear Secretary:

On June 1, 2006, Regal Ware wrote a letter to the Federal Trade Commission expressing our opposition to the Business Opportunity Rule R511993 as it was proposed. The purpose of this letter is to express our appreciation to the Federal Trade Commission for considering the views of thousands of direct sellers. We agree with the FTC's conclusion that revisions to the rule as originally proposed were necessary to exempt legitimate direct sellers from coverage.

Regal Ware is a member of the Direct Selling Association (DSA). We, and the DSA, support the important role that the FTC plays in consumer protection. We are all committed to protecting the public from unfair and deceptive business practices. These practices only serve to undermine consumer confidence and legitimate business enterprises such as our own.

The Direct Selling Association submitted comments and suggestions to the FTC. We are in full agreement with the actions taken by the DSA. We trust that these recommendations have been helpful and will be incorporated as the FTC works to perfect and clarify the revised Business Opportunity Rule.

We sincerely thank you for your understanding of the concerns of legitimate direct sellers.

Sincerely,

REGAL WARE, INC.

Jeffrey A. Reigle
President & CEO

JR/jp