



Premier Designs, Inc.



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

RE: Business Opportunity Rule, R511993

Premier Designs, Inc. and its independent distributors appreciates the Federal Trade Commission's (FTC) good faith efforts to consider the views of thousands of direct sellers and concurs with the FTC's conclusion that revisions to the originally proposed rule were necessary to exempt legitimate direct sellers from coverage.

Premier Designs, Inc. is a direct selling company and member of the Direct Selling Association. We recognize and support the FTC's important consumer protection role and share the commitment to protecting the public from unfair and deceptive business practices that undermine consumer confidence in legitimate business enterprise such as our own.

We fully concur with the comments and suggestions submitted to the FTC by the Direct Selling Association, and trust that these helpful recommendations will be incorporated as the FTC works to perfect, clarify, and implement the improved and revised business opportunity rule.

Tim Horner
President

/tmh

Copy: John Webb, DSA