

**References: This rule requires the disclosure of a minimum of ten (10) purchasers closest to you.**

While it is a good practice to provide references of satisfied customers, this is a burden for small businesses and, as a requirement, a violation of personal confidentiality. Requiring the release of this information can potentially threaten the business relationship with references anonymously involved in competing companies or businesses. In addition, it subjects these references to possible cross marketing by competitors. I am recommending purchaser contact information available upon request, published on company materials and not limited by geographic proximity to the inquirer.

Like many Fortune 500 companies today, the network marketing industry has powerful companies validated by Wall Street including Herbalife, NuSkin, Pre-Paid Legal Services, USANA, Natures Sunshine Products, Mannatech and more. Today, network marketing strategies are utilized by Citigroup, MCI and IBM. Top business management leaders and *New York Times* best-selling authors Robert Kiyosaki, Paul Zane Pilzer and Dr. Steven Covey, have strongly endorsed network marketing.

Network marketing is growing in popularity and significantly contributes to the U.S. economy. This growth should be fostered. There are 13 million Americans involved in the network marketing industry today. According to Dr. Charles King, Professor of Marketing at the University of Illinois, in his book, The New Professionals, "Within the next ten years, one out of every two Americans will be involved in network marketing." In 2003, sales of products and services through network marketing were estimated at more than \$29 billion.

I have been involved within the network marketing industry for more than 14 years. Because of its method of advertising and distribution, companies within the industry have the financial resources to produce the finest products. Because of these same methods and the resulting compensation plans, distributors have the potential to provide more for their families. Over the last 14 years, I have met some of the finest people, used the best products, received more personal growth and development and created more discretionary income through network marketing. This home-based business has allowed me to work from home, retire my wife and raise our son together with our values.

I understand, respect and value the role of the FTC. However, I believe this proposed new rule exceeds what is necessary and requires significant modifications. We live in a free market economy where people have the individual responsibility of making informed decisions based on best information. Please legislate to support, not hamper, the free market.

Sincerely yours,

✓ Jason Domingo  
President, Ovation Marketing Group, Inc.  
1800 East Sahara Avenue, Ste. 107  
Las Vegas, NV 89104