

Cristy Marie Shields
Cookie Lee Consultant

May 15, 2006

Federal Trade Commission/Office of the Secretary, Room H-135 (Annex W)
Re: Business Opportunity Rule, R511993
600 Pennsylvania Avenue, NW
Washington, DC 20580

RE: Business Opportunity Rule, R511993

Dear Sir or Madam:

I am writing this letter because I am concerned about the proposed Business Opportunity Rule R511993. I believe that in its present form, it could prevent me from continuing as a Cookie Lee Consultant. I understand that part of the FTC's responsibilities is to protect the public from "unfair and deceptive acts or practices," but some of the sections in the proposed rule will make it very difficult if not impossible for me to sell Cookie Lee products.

One of the most confusing and burdensome sections of the proposed rule is the seven day waiting period to enroll new Cookie Lee Consultants. Cookie Lee sales kit only costs \$300-600. People buy TVs, cars, and other items that cost much more than that and they do not have to wait seven-days. This waiting period gives the impression that there might be something wrong with the plan. I also think this seven-day waiting period is unnecessary, because Cookie Lee already has a 90% buyback policy for all products including sales kits purchased by a salesperson within the last twelve months. Under this waiting period requirement, I will need to keep very detailed records when I first speak to someone about Cookie Lee and will then have to send in many reports to Cookie Lee headquarters.

The proposed rule also calls for the release of **any** information regarding lawsuits involving misrepresentation, or unfair or deceptive practices. It does not even matter if the company was found innocent. Today, anyone or any company can be sued for just about anything. It does not make sense to me that I would have to disclose these lawsuits unless Cookie Lee is found guilty. Otherwise, Cookie Lee and I are put at an unfair advantage even though Cookie Lee has done **nothing** wrong.

Finally, the proposed rule requires the disclosure of a minimum of 10 prior purchasers nearest to the prospective purchaser. I am glad to provide references, but in this day of identity theft, I am very uncomfortable giving out the personal information of individuals (without their approval) to strangers. Also, giving away this information could damage the business relationship of the references who may be involved in other companies or businesses including those of competitors. In order to get the list of the 10 prior purchasers, I will need to send the address of the prospective purchaser to Cookie Lee headquarters and then wait for the list. I also think the following sentence required by

the proposed rule will prevent many people from wanting to sign up as a salesperson “If you buy a business opportunity from the seller, your contact information can be disclosed in the future to other buyers.” People are very concerned about their privacy and identity theft. They will be reluctant to share their personal information with individuals they may have never met.

I have been a Cookie Lee consultants for just a few weeks but I absolutely love it! Originally, I became a Cookie Lee Consultant because I loved the product and wanted to earn some additional money. Now my family depends on this extra income to supplement our budget. I am able to stay at home and raise my children with wholesome values because selling Cookie Lee affords me this opportunity. Cookie Lee is a wonderful company and I love the benefits of having my own direct sales business!

I appreciate the work of the FTC to protect consumers, but I believe this proposed new rule has many unintended consequences and that there are less burdensome alternatives available in achieving its goals. Thank you for your time in considering my comments.

Sincerely,

Cristy Marie Shields