

To Whom It May Concern:

I am concerned about the proposed Business opportunity Rule R511993. I believe this ruling could prevent me from continuing as a Cookie Lee Consultant.

There are many areas in the proposed ruling that would directly affect the way I can conduct my business and will impact my ability to do it efficiently.

First, the proposed rule would require me to disclose at least 10 prior purchasers nearest to the prospective purchaser. I am happy to give references but as a consumer, I am careful about giving my own personal information. I would not feel comfortable asking or giving out the personal information of individuals to strangers. Identity theft is on the rise. People are very concerned about their privacy and giving out their personal information. It is unfair of me to ask them to give out their personal information to someone they have never met.

Second, the ruling would release information regarding lawsuits against my company. Today people sue for any reason and are sued for almost anything. It doesn't make sense that I would have to disclose these lawsuits unless Cookie Lee was found guilty.

Lastly, the seven-day waiting period a potential new consultant would have to wait before beginning her new business is, in my opinion, ridiculous! Becoming a Cookie Lee consultant costs as little as \$300 which includes the product. I have spent more than that on groceries and I wasn't asked to wait for 7 days before I could bring it home to feed my family! People buy items everyday that cost much more than that and are never asked to wait. This waiting period may give the wrong impression to a prospective new consultant.

I am a stay at home mom of four young children. I have chosen to be with them rather than work a regular job because I feel it is my responsibility. I am able to do this because of my Cookie Lee business. My family depends on this income. If I am not able to make an income through my direct sales business, I will be forced to place them in childcare.

. I appreciate the work of the FTC, and understand that it is your job to protect consumers, but I believe that there are many unintended consequences. I ask that you reconsider this proposed new rule so that I may continue to be home with my children.

Thank you for your time and consideration.

Sincerely,

Allison Wible
Executive Director, Cookie Lee Jewelry