

Debbie Rotkvich  
lia sophia Fashion Jewelry

July 15, 2006

Dear Sir or Madam:

I am writing out of concern for the Business Opportunity Rule R511993. I understand that your responsibility as the FTC is to protect our public from unfair practices and deception. I do understand where you are coming from, however, prior to your final ruling, please take into consideration the credibility and the track record of the people and the companies this bill will affect the most.

I have been with lia sophia Fashion Jewelry for 15 years. I have a sales team of close to 4000 people. We have always taken this business opportunity as a very serious commitment. We believe that because of the Victor Kiam Family who by the way, started this business 30 years ago along with a business plan and a belief to "GO FOR IT" many women/men like myself are given choices to experience a better lifestyle. We are an educated country that needs to understand that choices not rules set us apart from the rest of the world. Every single person can live the "American Dream," a concept this Nation was built on if they choose to, but it takes work, dedication and common sense.

When my husband Mike and I purchase a new/used automobile, they don't allow us to drive it for 7 days before signing a contract and paying for it. So let's put things into perspective. With lia sophia we are talking a \$149.00 investment, which by the way is the cost of the lia sophia's starter kit and holds a retail dollar value of over \$700. We at lia sophia fashion jewelry should be more concerned with those wanting to scam us... This is an amazing win win situation for anyone starting a new business. Most business' have a start up cost ranging in the thousand's of dollars.

I appreciate all your efforts to protect consumers, however with so many people struggling to get out of debt due to medical cost, gas prices, food prices, housing, utilities, credit cards and educating our children, I would think that this issue would be better directed at those without a history of making a positive difference in so many lives. lia sophia Fashion Jewelry is working to keep our economy healthy. We offer more than just a business opportunity, ask anyone of us who has had the opportunity to be apart of this great organization and are truly living the "American Dream."

This rule is very complicated. Our business opportunity and our business plan is not! Perhaps you need a better understanding of the ramifications of this bill, from those of us who are walking the walk. If so, please don't hesitate to contact me or my team.

Thank you for allowing me to have a voice!

Respectfully,

Debbie Rotkvich