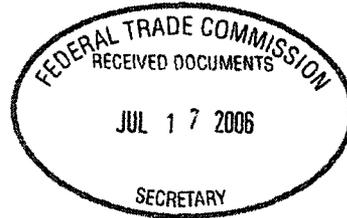


Jerri Newman
[REDACTED]

522418-70551

June 26, 2006

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



Dear Federal Trade Commission:

Dear Sir or Madam,

I am writing because I am deeply concerned about the unintended harmful ramifications of Business Opportunity Rule R511993. I believe that in its present form, this rule could have a devastating impact on my family as it would prevent me from continuing as a Market America Independent Distributor. I understand that the FTC is charged with protecting the public from unfair and deceptive acts or practices, but I believe this rule goes far beyond that. Some sections in particular would impose an unfair burden on me in my work selling Market America products and services. One of the most perplexing sections of the proposed rule is the seven-day waiting period required for enrolling new distributors. This makes no sense to me, as a door-to-door salesman could come to my home and sell me an \$800 vacuum cleaner and have to observe only a three-day waiting period, whereas the Market America subscription kits cost less than \$100. And there are all kinds of products available online for much more than that which require no waiting period. I believe this waiting period is unnecessary. In fact, I believe very few new distributors are enrolled in less than seven days, but more importantly, the paperwork and record-keeping required for documenting such a waiting period would rival the records I had to keep as a registered principal when I supervised the sale of securities. While I understand the need for such records in the sale of securities, the kind of business that we transact in Market America does not, in my opinion, merit that level of record keeping regarding conversations and dates of meetings. Moreover, I believe that

the burden this will place on the Market America headquarters will cause the cost of our products to be increased and make us less competitive in our markets, increasing the harm to my business. The proposed rule also requires the disclosure of personal information of other customers to a prospective customer. I have found that my customers are very reluctant for me to share their personal information with anyone, considering their purchase of nutritional and anti-aging products to be a personal matter, the disclosure of which would be a gross violation of their privacy. I could not in good conscience disclose their information without their consent, and in fact, I believe it is illegal for me to do so, and would certainly be unethical. There are many other reasons this is an unfair burden and just a bad idea. The proposed rule also calls for the release of information regarding lawsuits. In the USA, any person may file a lawsuit, besmirching the reputation of the defendant. Many people

believe "where there's smoke, there's fire" and do not understand the complexities of the law and the fact that a company can be dragged through court or settle out of court even though the company is not at fault and has done nothing wrong. This information is available already through public records, and I do not think it is fair to require disclosure. I believe this requirement puts Market America at a distinct disadvantage which is unfair, considering that GNC, CVS, Walgreens, and many other companies, not even to mention drug companies like Pfizer, Eli Lilly, etc. do not have to mention the lawsuits that have been filed against their companies in the course of business. I am glad that our great country and our system of government includes agencies like the FTC to protect the consumer.

However, I feel that this proposed new rule will have unintended yet very harmful consequences for small business owners like myself, and that the goals of the rule can be accomplished in other, less burdensome ways.

Thank you for your time in considering my comments.

Sincerely,

Terri Newman
