



May 16, 2008

FOREVERGREEN
HEALTH, KINDNESS, OPPORTUNITY

972 North 1430 West T. 801-655-5500
Orem, Utah 84057 F. 801-655-5505

www.forevergreen.org

FEDERAL TRADE COMMISSION
OFFICE OF THE SECRETARY
Room H-135 (Annex S)
600 Pennsylvania Avenue, NW
Washington DC 20580

RE: "BUSINESS OPPORTUNITY RULE, R511993"

Dear Secretary:

On behalf of ForeverGreen, International, a Utah-based direct selling company, this letter confirms our complete agreement and alignment with the Direct Selling Association and industry position regarding the Revised Proposed Business Opportunity Rule and would like to reaffirm the following:

We appreciate the FTC's good faith efforts in considering the views of thousands of direct sellers, and concur with the FTC's conclusion that revisions to the originally proposed rule were necessary in order to exempt legitimate direct sellers from coverage.

As a direct selling company and member of the DSA, we recognize and support the FTC's important consumer protection role and share the commitment to continue protecting the public from unfair and deceptive business practices that undermine consumer confidence in legitimate business enterprises such as our own.

In addition, we concur with the comments and suggestions submitted to the FTC by the DSA, and trust that these helpful recommendations will be incorporated as the FTC works to perfect, clarify, and implement the improved and revised business opportunity rule.

We respectfully request that you consider ForeverGreen's support in favor of the DSA's recommendations by including it amongst the other direct selling industry letters advocating the deletion of unnecessary information disclosures which would hinder the growth of this great industry.

/ Ron K. Williams
President & CEO
ForeverGreen International, LLC