

Ginnie Christie

The Honorable Cliff Stearns
U.S. House of Representatives
2370 Rayburn House Office Building

Re: The FTC's "Business Opportunity Rule" R511993 (16 CFR Part 437)

Dear Chairman Stearns,

Please help "HALT" the FTC rulemaking process that will drastically inhibit our precious domestic freedom to participate in direct selling opportunities!

On April 12, 2006, The Federal Trade Commission published a 42 page "Notice of Proposed Rulemaking" in the Federal Register. It is misleadingly entitled "The Business Opportunity Rule." It should be called the "Wet Blanket Rule". It is inadvertently or deliberately designed to dampen the enthusiasm of new prospects considering multilevel business opportunities. It will have a devastating impact on the entire direct selling industry. It will smother millions of good-faith Americans with paperwork and records who are making a living as multilevel distributors.

In 1979, to justify the reasonable \$500 exemption, the FTC wisely said: "When the required investment to purchase a business opportunity is comparatively small, prospective purchasers face a relatively small financial risk.

Respectfully Submitted,