

July 15, 2006

Dear Sir,

I am writing in opposition to your proposed ruling with regard to Direct Marketers. I have been involved with direct marketing for 6 years and deem the proposed ruling to be unfair.

- Unfavorably defines “business opportunity” and “business assistance” that likely include all direct selling activities
- It reduces the standard \$500 investment threshold for the registration of a business opportunity to any expenditure
- Requires the direct seller to provide a “Disclosure Statement” to all prospects, including a list of references of other purchasers of the opportunity and a list of all legal actions in the past 10 years
- Requires a 7 day mandatory waiting period after they have received written materials before you can sign them up
- Requires direct sellers making earnings claims to provide a detailed earnings statement to prospects

I am a retired housewife who has used my opportunity to increase my fixed income. The direct selling has also enabled me to develop a more outgoing personality. I have never had any negative comments regarding my presentations and personal discussions.

Therefore, I respectfully urge you to veto the proposed ruling.

Very truly yours,

Jill K. Preston