

To whom it may concern:

This letter is in reference to the proposed Federal Trade Commission changes that were outlined in order to educate prospects about direct marketing models. I will address only three key issues in this letter, and they are as follows:

First I would like to give a compliment to the Alticor Corporation, and specifically to Quixtar, in making every attempt to provide factual, informative literature, websites, support materials, and customer service personnel that are equipped to answer questions and give every prospect enough information to make an educated decision. Even the home page of the website provides links to the Better Business Bureau, and other reputable organizations that have lauded Quixtar for their business efforts.

Secondly, I would like the FTC to eliminate the proposed rule that prospects would have a waiting period. Not only would this cost our government exorbitant amounts of money to regulate, but also it is unfair to any company that offers a full refund of the prospect's money, as Quixtar does. This rule should only be in effect for those companies that do not offer a full refund.

Thirdly, I would like to point out that many different individuals build the Quixtar business. Our team, which has prided itself on its reputation, is subject to potential negative or confusion if the private phone numbers of business owners are given to potential prospects. This rule would provide a poor representation of what we actually do to new prospects. This rule would also be unfair to current business owners, as it would make their private information available to everyone who requested it.

Thank you for your efforts to maintain business integrity among the individuals of our nation. Please read these items, consider them carefully, and understand the implications for everyone, including those who have succeeded in building reputable businesses, and maintaining enough integrity to form and continue to grow massive teams. Please respect the efforts of these individuals, and understand that their teams do not consist of employees who are required to follow them. Their teams are built on the premise of leadership, respect, trust, and integrity. The FTC would be more successful in regulating other areas of direct marketing.

Sincerely,
Ryan and Lauren Bem

Reference: Business Opportunity Rule, R511993