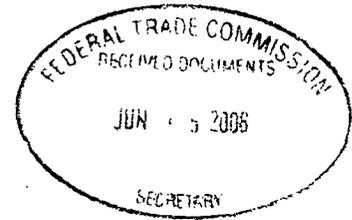


Federal Trade Commission/Office of the Secretary.
Room H-135 (Annex W)
600 Pennsylvania Avenue, NW
Washington, DC 20580
RE: Business Opportunity Rule, R511993



Dear Sirs;

I am writing because I am very concerned about this proposed, so called (Business Opportunity Rule R511993). It looks as though it is targeting all direct sellers in an attempt to put them out of business. I am an Independent Distributor, selling Sibü International products. I have been doing this for less than 6 months. I am a totally honest business man.

I stated using these products and found them to be very beneficial to me and wanted to share the products and the business opportunities which are available with them, with friends and acquaintances. I am 78 years old and need to supplement my Social Security. As I understand, the paperwork and legal requirements in this rule would make my work virtually impossible.

One of the most confusing and burdensome sections of the proposed rule is the seven-day waiting period to enroll new distributors. Sibü International monthly costs are less than \$100 to \$240. People buy many items costing much more and they do not have to wait seven days. This waiting period gives the impression that there might be something wrong with the company or the compensation plan. I also think this seven-day waiting period is unnecessary, because Sibü International already has a 100% buyback policy for all defective products and has only a \$30 sales kits cost. Under this waiting period requirement, I will need to keep very detailed records when I first speak to someone about Sibü International and will then need to send in many reports to my company headquarters.

The proposed rule also calls for the release of **any** information regarding lawsuits involving misrepresentation, or unfair or deceptive practices. It does not matter if the company was found innocent. Today, anyone or any company can be sued for almost anything. It does not make sense to me that I would have to disclose these lawsuits unless Sibü International is found guilty. Otherwise, Sibü International and I are put at an unfair advantage even though Sibü International has done **nothing wrong**,

Finally, the proposed rule requires the disclosure of a minimum of 10 prior purchasers nearest to the prospective purchaser. I am glad to provide references, but in this day of identity theft, I am very uncomfortable giving out the personal information of individuals (without their approval) to strangers. Also giving away this information could damage the business relationship of the references that may be involved in other companies or businesses including those of competitors. In order to get the list of the 10 prior purchasers, I will need to send the address of the prospective purchaser to Sibü International headquarters and then wait for the list. I also think the following sentence required by the proposed rule will prevent many people from wanting to sign up as a salesperson - "If you buy a business opportunity from the seller, your contact information

can be disclosed in the future to other buyers.” People are very concerned about their privacy and identity theft. They will be reluctant to share their personal information with individuals they may have never met.

I personally believe that this new rule is one more step toward government control of every ones lives which is Socialism. This can lead to Communism or monarchy. I believe this proposed new rule has many unintended consequences and there are less burdensome alternatives available to achieving your goals.

Thank you for your time in considering my comments.

Respectfully,

C. Aldon Johnson

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]