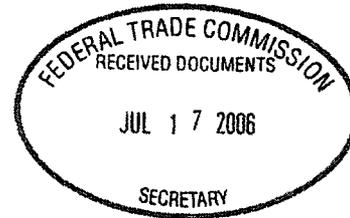


Beverly Sanders
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522418-70534



July 1, 2006

To Whom It May Concern:

I am writing this letter because I am concerned about the proposed Business Opportunity Rule R511993. I believe that in its present form, it could prevent me from continuing as a Market America Independent Distributor. If so, that would make me VERY unhappy. I understand that

part of the FTC's responsibilities is to protect the public from "unfair and deceptive acts or practices," but some of the sections in the proposed rule will make it very difficult if not impossible for me to sell Market America products and services.

As a single, 25-year state employee, I wasn't making it on my state salary. It was imperative that I have an additional source of income now and into my retirement. I first encountered Market America's in 2003 when a health professional referred me to OPC-3, which eliminated the symptoms of connective tissue disease. After experinencing such phenomenal results from their products, I took a look at Market America as a way out of my financial woes.

I am a frugal, debt-free citizen but my state salary doesn't cut it. There are not a lot of other options out there for me. Market America presents a realistic and viable means for me to take repsonsibility for creating my own financial security without having to rely on overtaxed government programs.

I have now had my own Market America business for 2 years. It has changed my life for the better. I work it actively and with pride. It instills in me a sense of pride and the training of which I avail myself increases my self-esteem exponentially.

The seven-day waiting period is, in my opinion, burdensome and unnecessary. I assume that this is in response to individuals who sign on with a company and then change their mind. Market America already has the solution! All that person would need to do is submit a form saying they no longer want to have their business - and it ceases, right there and then with you fees or penalties. The 7-day waiting period is harmful to me as a small business owner and counter-productive to those who are ready to go and want to get started now. Why get in the way of motivated people who want to take responsibility for creating their own financial security. This proposed rule will require me to spend a great deal of time doing unnecessary paperwork and tracking, much like what I do at my government job. Most of that paperwork doesn't make anything better, it just makes me less effective and gets in the way of my providing the outstanding customer service my clients deserve. I would think, given the state of SS and other goverment programs that you would want to encourage rather than impede this process. It's not broken, don't try and fix it.

The proposed rule requires the disclosure of a minimum of 10 prior purchasers nearest to the prospective purchaser. Are you kidding?!! This requirement is ridiculous in an era of information privacy such as FERPA, etc. Requiring such documentation is unnecessarily burdensome for Americans trying to provide education and products that help people improve their lives. Requiring such documentation casts a shadow of suspicion on the work that I do and places me and Market America at an unfair disadvantage. Not to mention the fact that the documentation alone will be overwhelming. And since this rule may be in violation of my state's laws regulating referrals, testimonials and advertising I imagine this could result in some significant lawsuits which will unnecessarily tie up the courts.

The proposed rule also calls for the release of any information regarding lawsuits. 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. Market America and I are put at an unfair disadvantage - even though Market America has done nothing wrong.

I appreciate the work of the FTC to protect consumers, but I believe this proposed new rule has many unintended consequences for small business owners like me. And, that there are less burdensome alternatives available in achieving its goals.

Thank you for your time in considering my comments.

Sincerely,

Beverly Sanders

Sincerely,

Beverly Sanders
