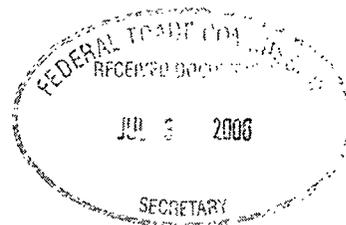


522418-70596

Federal Trade Commission
Office of the Secretary



Dear Sir or Madam:

My name is Keith Rippe and I am writing in regards about a New Business Opportunity Rule R511993. I am very concerned about this new ruling and how it could severely effect all direct selling company's and all direct selling distributor's. I greatly appreciate the FTC's responsibilities to protect the public from the untruthful distributor's, and I am sure there are some out there in the world. But, I ask you how many other companies that are not direct selling companies are the most honest and trustworthy to be in business. I have been in the retail world for over 30 years and I can tell you a few stories myself. But, does this mean that all other companies are not trustworthy no, not at all, there are a lot of companies out there that are trusting.

There are many many individuals and parents that are struggling to make ends meet in today's world. Many have 2 or 3 jobs just to try and make ends meet. If this ruling goes into effect it will take energy right out of some people and they won't have any hope for a better life. For a lot of people direct selling is the only way for them to get out of debt and try to have a life of their own.

If the ruling of the Rule R511993 goes through, I really don't think it will be for the better at all in regards to the direct selling companies and the direct selling distributors. I ask you not to let the ruling of Rule R511993 go through.

Sincerely,

Keith Rippe
[REDACTED]
[REDACTED]
[REDACTED]