

Untitled

To: The Federal Trade Commission

000891

CAN-SPAM ACT
PO Box 1030
Merrifield, Va. 22116-1030

April 17, 2004

Attn: The Commissioners
Re: CAN-SPAM ACT Rulemaking,
Project No. R411008

We appreciate all of your efforts to halt the problem of unsolicited bulk mail. However, I fear that the proposed

use of suppression lists to be maintained by merchants and their joint venture partners will undoubtedly cause more damage

to the ever growing problems with opt in and double opt in email customers as well as email prospects that requested more

information on subjects that marketers are more knowledgeable about.

There are problems and costs associated with this effort that damage will be done to the customer/marketer

relationship. I feel the need to urge you to consider these matters before making a very detrimental decision.

The requirement of suppression lists will damage the legitimate publications available on the internet. Especially the harm

to publishers who require permission from the consumer prior to adding them to any list. I seriously doubt that the

intention of CAN-SPAM was to cause so much damage to the internet merchant as well as their consumers.

The potential for significant harm to consumers by the merchant not knowing why they unsubscribe from a list. Not to

mention that these suppression lists could be easily spidered by the spammers and would lead to more spam, instead of less.

Hardly a way to try to solve the problem, just add to it! I respectfully request that you reconsider the implementation of

ruling.

Thank You for your time and patience,



Warren A. Melhorn Jr.

Lee County, Florida