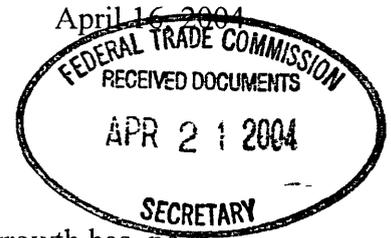


001118

April 16 2004



To the Commissioners,

As you know, online marketing has grown at a phenomenal rate. This growth has, no doubt, created new industries, thus creating new jobs and bolstering the United States as well as world economies. Email is a vital part of this sector of our economy. And, while there are many benefits of email in it's present state, there are also some problems.

I applaud your efforts to curb the problem of unsolicited bulk email. However, I am concerned about the proposed requirement for merchants to maintain suppression lists.

There are so many problems and costs associated with this idea, and so much damage done to consumers and businesses alike, that I feel I must urge you to consider this matter most carefully. Requirement of the use of suppression lists will seriously damage many of the legitimate publications available on the net.

My specific concern is for harm to publishers who require permission from the consumer prior to adding them to any list. They're not who CAN-SPAM was designed to put out of business, but this requirement will very likely have that effect.

There's also the potential for significant harm to consumers, because of the problem of properly knowing their intent when they unsubscribe from a list. On top of that, these suppression lists could easily fall into the hands of spammers, leading to more spam instead of less.

The new proposal, in effect, will hinder the healthy growth of this vital part of the world economy as well as society. I was quite surprised at the potential problems this ruling could involve, and urge you in the strongest possible terms to reconsider its implementation in light of these problems.

Respectfully,

A handwritten signature in cursive script that reads "Willie Kiimbrough".

Willie Kiimbrough,
Tuscaloosa, Alabama, USA