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**To:** "tsr@ftc.gov" <tsr@ftc.gov>  
**Date:** 3/29/02 11:13AM  
**Subject:** Telemarketing Rule - Comment. FTC File No. R411001

1. On behalf of Best Buy Company Inc., I do not support the proposed changes to the Telemarketing Sales Rule because it will adversely affect the relationship we have with our customers. Telephone contact with existing customers should not be included in the new TSR regulations.
2. We utilize outside resources to communicate with customers via the telephone as a means to gather and provide mutually beneficial information about our products, our services and the customers' viewpoint. Our inability to potentially reach a large cross section of customers under the new elements of the TSR does not serve the best interests of our company or our customers.
3. We feel there is the potential that many of our customers who may register on a Do Not Call list for completely separate reasons will be ill-served by this rule and may miss out on timed service related calls that they want and need.
4. We of course respect the wishes of those customers who do ask that they not be contacted for any purpose and we honor those requests as the current TSR requires.
5. Customer relationships are a vital part of our business and we need teleservice vendors to help us keep those relationships current and mutually beneficial. I urge you keep the TSR where it stands now.

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