



Timothy J. Brown
President and CEO

May 22, 2008

Federal Trade Commission/Office of the Secretary
Room H-135 (Annex S)
600 Pennsylvania Avenue, NW
Washington, DC 20580

SUBJECT: Business Opportunity Rule, R511993

Dear Sir or Madam,

I would first like to thank you for your careful and thoughtful re-consideration of your proposed changes to the "business opportunity rule". The original changes would have been devastating to our business opportunity and would have affected over 15,000 individuals who operate a Princess House business. We greatly appreciate the FTC's good faith efforts to consider the views of thousands of my fellow direct sellers and we concur with the FTC's conclusion that revisions to the originally proposed rule were necessary to exempt legitimate direct sellers from coverage.

As a direct selling company and member of the Direct Selling Association, we recognize and support the FTC's important consumer protection role and share the commitment to protecting the public from unfair and deceptive business practices that undermine consumer confidence in legitimate business enterprises such as Princess House. We take our commitment to the DSA's Code of Ethics very seriously and work diligently to instill this behavior in our entire organization both at our corporate office and within our field sales force.

We fully concur with the comments and suggestions submitted to the FTC by the Direct Selling Association, and trust that these helpful recommendations will be incorporated as the FTC works to perfect, clarify and implement the improved and revised business opportunity rule.

Again, thank you for your good work in protecting all consumers and for your willingness to listen to and work with representatives of our very important entrepreneurial industry.

Timothy J. Brown
President & CEO
Princess House, Inc.

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