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**GOLDSHIELD**



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May 27, 2008

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

**Dear Sir or Madam:**

We are writing in reference to the **Business Opportunity Rule, R511993**. Goldshield Elite appreciates the good faith efforts to consider the views of thousands of direct sellers and 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 for over 25 years and an active 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 our own.

We also 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.

It is our hope that the FTC provides a Rule that allows Independent Distributors the opportunity to pursue their dreams of an independent business opportunity.

Harry W. Hersey  
President