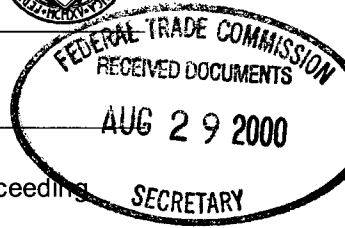


NOTICE OF APPEARANCE



CASE NAME Natural Organics, Inc., et al.	FILE/DOCKET NUMBER D09294
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- Pursuant to Section 4.1 of the Commission's Rule of Practice, enter in the above proceeding the appearance of
- counsel or representative for the respondent (*Complete items 1, 2, 4, and 5 below*)
 - counsel supporting the complaint (*Complete items 1, 3, 4, and 5 below*)

1. COUNSEL OR REPRESENTATIVE	2. RESPONDENTS
<small>Include name, address and telephone of each</small> Matthew D. Gold Kerry O'Brien Linda K. Badger Federal Trade Commission 901 Market Street, Suite 570 San Francisco, CA. 94103 (415) 356-5266	<small>Include address and telephone numbers of all persons, partnerships, corporations, or associations</small>

3. ASSOCIATE/ASSISTANT DIRECTOR
Jeffrey Klurfeld

4. SIGNATURE OF SENIOR COUNSEL 	5. DATE SIGNED 8/28/00
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Return this form to: H-159
Federal Trade Commission
Washington, D.C. 20580