

VENTURES MARKETING

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000905

April 19, 2004

Federal Trade Commission
CAN-SPAM Act
PO Box 1030
Merrifield VA 22116-1030

Gentlemen:

Re: CAN-SPAM Act Rulemaking, Project No. R411008

Your efforts to curb the problem of SPAM is sincerely appreciated. But the proposed regulation to require merchants to maintain suppression lists raises serious concerns.

The proposed regulation poses so many problems and costs and potential damage to customers that we urge you to consider this matter most carefully.

Those legitimate publishers of electronic publications, available to all on the net by request, would be seriously harmed by the requirement to obtain specific permission from the consumer before adding his name to their list. This requirement may well so limit these publishers as to put them out of business.

Consumers may well be harmed, too, because of the problem of properly knowing their intent when they unsubscribe from a list.

These suppression lists could easily fall into the hands of spammers, leading to more spam instead of less.

In light of these problems we urge you to reconsider the implementation of this proposed ruling.

Thank you.

Yours very truly,



Harper H. Hull