

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

Dear Commissioners,

I appreciate your efforts to curb the problem of unsolicited bulk email. However, I am concerned about the proposed requirement for merchants to maintain suppression lists.

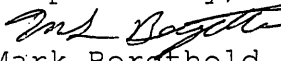
There are so many problems, and costs associated with this idea. This would be a tremendous strain on legitimate businesses, I urge you to consider this matter very carefully.

Requirement of the use of suppression lists will seriously damage many of the legitimate publications available on the net. My specific concern is for harm to publishers who require permission from the consumer prior to adding them to any list.

They're not who CAN-SPAM was designed to put out of business, but this requirement will very likely have that effect.

I am quite surprised at the potential problems, and impact this ruling could have. I urge you in the strongest way to reconsider its implementation in light of these problems.

Respectfully,


Mark Bergthold
President
Extreme Success