

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

To the Commissioners,

I am a real person with a legitimate service business. I support a real family including a 6 year-old daughter. Many of my subscribers email me to say how much e-newsletters have touched their lives. He or she often felt alone until he read that I had had the same struggles. When subscribers don't receive an email from me for a few days - they write and ask where I am. And they trust that I will not share their contact information with anyone.

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

Please consider very carefully, the many problems and costs associated with this concept, and the potential damage done to consumers and businesses alike.

**Please realize this hurts legitimate businesses, businesses made up of the very individuals that you are trying to protect!**

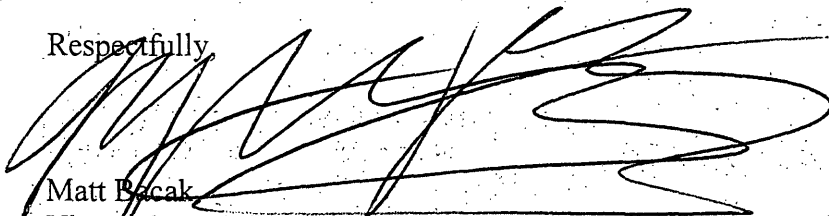
Requirement of the use of suppression lists will seriously damage many of the legitimate publications available on the net. I am concerned for other publishers that are like myself in that we require (double opt-in) permission from the consumer prior to adding them to our list.

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

There's also the potential for significant harm to consumers, because of the problem of properly knowing their intent when they unsubscribe from a list. On top of that, these suppression lists could easily fall into the hands of spammers, leading to more spam instead of less.

I was quite surprised at the potential problems this ruling could involve, and urge you in the strongest possible terms to reconsider its implementation in light of these problems,

Respectfully,



Matt Bacak  
Ultra Advance, Inc.  
Georgia, USA  
770-368-1185