

# JASON JULIANO

President – Jason Juliano Direct

000892 (585) 344-3137

Fax: (585) 344-3138

2 Chandler Avenue  
Batavia, New York 14020

www.LimoReport.com

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

To the Commissioners,

I applaud 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, and so much damage done to consumers and businesses alike, that I feel I must urge you to consider this matter most 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 almost certainly have that effect.**

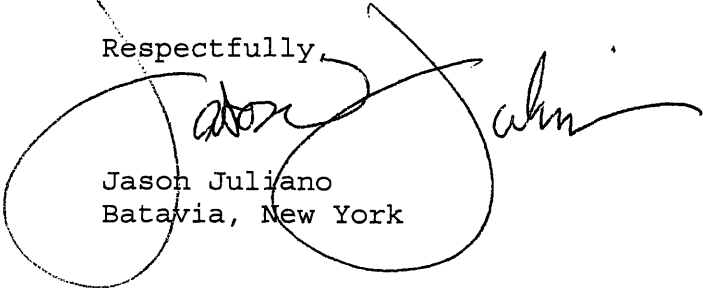
There's also the potential for significant harm to consumers, because of the problem of properly knowing their intent when they unsubscribe from a list. On top of that, with today's advanced 'hacking' techniques, these suppression lists could very easily fall into the hands of spammers, leading to more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

In my particular situation, my business is heavily dependant on email communications with clients, customers, and leads who have all come to my website for more information. Their request to join the mailing list is confirmed with a double opt-in, to be certain of their intent.

By requiring the maintenance of a suppression list, **my business along with thousands of other similar companies will cease to exist.** Keep in mind, these are companies that pay taxes, that provide jobs, that support printers, manufacturers, supplies, and vendors in almost every imaginable business category.

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,



Jason Juliano  
Batavia, New York