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April 19, 2004

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

Dear FTC:

I am writing to oppose the imposition of a requirement that outbound email be checked against a universal suppression list. It will not work – people who send out huge volumes of spam will no more pay attention to a new rule like this than to the requirements already enacted concerning spam. Instead, it will complicate life for legitimate small businesses like mine that sends out email notices to customers and prospect lists that have just few hundred or thousand names.

As I sort through the 1500 spam notices that accumulated in my inbox over the weekend, it was clear to me that new rules that rely on compliance by law-abiding citizens will only hurt small businesses ability to stay in touch with customers (which takes place more and more on the internet) without reducing the spam that we must deal with.

Instead, I favor the solution proposed by Bill Gates – have ISP's require (minimal) postage for each email that is sent. The level can be set low enough that individuals' perception will remain that email is free, small businesses like mine can afford it, and yet spammers who send out millions of emails weekly will no longer find it worthwhile.

Sincerely,



Peter C. Bruce  
President