

Welcome to Etail dEtails!

We commend and thank you for taking time from your busy schedule to join us for this seminar on Internet marketing. Your presence is an important step toward ensuring consumer confidence in this exciting medium.

Today's seminar will guide you through information on how to comply with FTC rules and regulations. And...we promise to mix in fun while you take in all the necessary information.

Each of you has access to an audience response system—a device that allows us real-time access to your opinions. Also, we want to hear from you. We've allowed time for Q&A after each presentation, and at the close of the day.

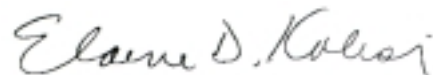
We'd like to extend a very special thanks to two guest speakers: Jodie Bernstein, FTC Director of Consumer Protection; and The Honorable Donald W. Upson, Secretary of Technology for the Commonwealth of Virginia. Ms. Bernstein was named "America's Top Cybercop" by *Fast Company*, in a profile of her leadership in stopping fraud on the Internet. During lunch, we'll be privileged to hear from the Honorable Don Upson, Virginia's first Secretary of Technology—a position President George W. Bush's administration has been quoted as saying they are considering imitating at the federal level. We also thank Commissioner Orson Swindle, a long-time friend of Secretary Upson, for being here to make his introduction.

After a full day of news and information, we hope you'll join us as we unwind at the Marketplace Reception. A perfect ending to a productive day.

Warm regards,



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