



ORIGINAL

Ronald M. Soiefer
Vice President, General Counsel and Secretary

January 14, 2000

The Honorable Donald S. Clark
Secretary
Federal Trade Commission
Room H-159
600 Pennsylvania Avenue, N.W.
Washington, DC 20580

Re: Advisory Committee on On-line Access and Security -- Nomination, P004807
Nomination of Jeffrey B. Ritter

Dear Mr. Clark:

As you are aware, Unilever is one of the largest consumer products companies in the world. On a global basis, we are committed to the strategic use of the Internet in every aspect of our business and we recognize that both existing and new information technologies will transform how we deliver consumer-focused products and services. In this respect, we take note of the proposed Advisory Committee on On-line Access and Security and the important agenda of work that has been described by the Commission in its Charter.

The purpose of this letter is to endorse the proposed nomination of Mr. Jeffrey B. Ritter to serve as a member of the Advisory Committee. As explained in greater detail by the nomination of Professor Amelia Boss, Mr. Ritter has achieved a successful record in facilitating electronic commerce legal reform. His comprehensive understanding of the difficult challenges of balancing business practices, technology and public policy recommends him for service on the Advisory Committee.

Unilever, with our substantial operations in Europe and the United States, is particularly sensitive to the challenge of balancing in all aspects of U.S. privacy policy the demands and requirements of the European Commission. Mr. Ritter's success in navigating how to achieve that type of balance in some of the most important electronic commerce legal products that have been produced in the United Nations commends his potential value to your work.

Thank you in advance for your consideration of this letter of endorsement for Mr. Ritter's nomination. Please do not hesitate to contact me if you have any further questions.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Ronald M. Soiefer', written over a printed name.

Ronald M. Soiefer