



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Division of Advertising Practices

Mary Koelbel Engle
Associate Director

March 15, 2004

B J M Y

Hyman, Phelps & McNamara, P.C.
700 Thirteenth Street, NW, Suite 1200
Washington, D.C. 20005

Re: Shape Up!, File No. 042 3004

Dear Mr. Hyman: