

DATE: July 6, 2004

SUBJECT: Request for comment on proposed rule on affiliate marketing opt outs.

HIGHLIGHTS: The federal financial institutions supervisory agencies today issued proposed regulations that would give consumers the chance to "opt out" before a financial institution uses information provided by an affiliated company to market its products and services to the consumer.

DOCUMENT

LOCATION: <http://www.federalreserve.gov/boarddocs/press/bcreg/2004/20040702/>

FURTHER
INFORMATION:

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(314) 444-8846, or 1-800-333-0810, ext. 448846.