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November 17, 2010

VIA FEDERAL EXPRESS

Elizabeth M. Murphy, Esq. Secretary Securities and Exchange Commission 100 F Street, N.E. Washington, D.C. 20549-1090

Re: Proposed Rule 202(a)(11)(G)-1 under the Investment Advisers Act of 1940 File No. S7-25-10

Dear Ms. Murphy:

We are counsel to Vlasic Investments, L.L.C., a Michigan limited liability company ("Vlasic Investments"), the entity that is the family office of the Vlasic family. Please be advised that Vlasic Investments supports the proposed Rule described in Release No. IA-3098 File No. S7-25-10 (RIN 3235AK66). We reference the November 11, 2010 letter (the "Coalition Letter") you received from The Private Investor Coalition, Inc. (the "Coalition") for the purpose of expressing Vlasic Investments' support of the views detailed therein.

Vlasic Investments believes that the comments and recommendations contained in the Coalition Letter are sound and should be taken into account in finalizing the Rule. The recommendations contained in the Coalition Letter appear to be carefully considered and comprehensively meet the needs of single family offices generally. If implemented in the Rule, the Coalition recommendations will significantly reduce the number of single family offices otherwise forced to file individual applications for exemptive orders under new Section 202(a)(11)(H) of the Investment Advisers Act of 1940 seeking relief based on their particular fats and circumstances.

Thank you for your consideration of this matter.

Sincerely,

Dine.

Christopher J. Dine

CJD:lp