

November 18, 2015

The Honorable John Thune (R-SD)
United States Senate
511 Dirksen Senate Office Building
Washington, D.C. 20510

The Honorable Jerry Moran (R-KS)
United States Senate
521 Dirksen Senate Office Building
Washington, D.C. 20510

The Honorable Brian Schatz (D-HI)
United States Senate
722 Hart Senate Office Building
Washington, D.C. 20510

Dear Senators Thune, Moran, and Schatz:

On behalf of the Retail Industry Leaders Association (RILA), I write in support of the “Consumer Review Freedom Act of 2015” (S. 2044) and to thank you for sponsoring this legislation. RILA firmly believes that consumer choice and input is an essential component of the retail experience, and that consumers have a right to be heard.

By way of background, RILA is the trade association of the world’s largest and most innovative retail companies. RILA promotes consumer choice and economic freedom through public policy and industry operational excellence. Its members include more than 200 retailers, product manufacturers, and service suppliers, which together account for more than \$1.5 trillion in annual sales, millions of American jobs and operate more than 100,000 stores, manufacturing facilities and distribution centers domestically and abroad.

RILA believes that S. 2044 takes an important step in protecting the rights of its consumers by protecting them from bullying and egregious penalties. Honest consumers have the right to share their experiences and opinions about goods and services, and these shared opinions serve as an essential part of the consumer experience. RILA members recognize and appreciate this fact and know that consumer reviews enable retailers to improve their goods and services and ultimately make the entire retail experience more successful for their customers.

Again, thank you for your leadership in introducing S. 2044. RILA looks forward to working with you and your colleagues in Congress in a bipartisan manner to enact these changes.

Sincerely,

Joe Rinzel
Senior Vice President, Government Affairs