

The NetChoice Coalition

Promoting Convenience, Choice, and Commerce on The Net

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March 28, 2011

Senator Chip Shields, Chair

General Government, Consumer and Small Business Protection

900 Court St. NE, Room 453

Salem, OR 97301

RE: Opposition to SB 756, Relating to gift cards

Dear Senator Shields:

We understand that SB 756 originated from its sponsor's desire to eliminate the plastic waste created when gift cards are discarded.

Eliminating unnecessary waste and reusing plastics derived from fossil fuels is a priority for Oregon merchants and gift card issuers around the country. But SB 756 is not a sensible or effective way to advance this goal.

Other industry groups are describing the unintended and untenable consequences of SB 756. Rather than upsetting the gift card business for both merchants and issuers, please consider alternative ways to meet the sponsor's goal of reducing plastic waste.

For instance, your committee could encourage industry initiatives to:

- Use recycled PVC plastics for gift cards nationwide
- Require participating merchants to recycle, rather than throw away used gift cards
- Use bio-degradable plastic for gift cards

We therefore urge you to oppose SB 756 and refrain from imposing excessive burdens on Oregon merchants and card issuers.

Thank you for considering our views. Please let me know if I can provide further information.

Sincerely,

A handwritten signature in black ink that reads "Steve DelBianco".

Steve DelBianco

Executive Director, NetChoice

cc: Members of the Committee

NetChoice is a coalition of trade associations and e-Commerce businesses who share the goal of promoting convenience, choice and commerce on the Net. More information about NetChoice can be found at www.netchoice.org