



Statement of the Stop & Shop Supermarket Company, LLC

Before the Environmental Committee

Regarding HB No. 5419: An Act Concerning Gasoline Rewards Programs

February 21, 2013

Chairman Doyle, Chairman Baram and Members of the Environmental committee. On behalf of The Stop & Shop Supermarket Company LLC, we would like to bring to your attention the serious concerns we have regarding HB No. 5419 "An Act Concerning Gasoline Rewards". This proposal to prohibit the expiration of retail gasoline rewards program points will have a significant impact on our ability to offer such programs.

If enacted, we would need to evaluate the continuation of this valuable customer program. Systemic constraints may impact our ability to comply with new legal standards, resulting in incremental financial liability that may negatively impact our ability to sustain and offer this valuable program. Connecticut is the only state in New England that proposes to treat gas rewards marketing programs in this manner. By imposing this requirement on these types of marketing programs, the consumer ultimately loses. This proposed measure will discourage retailers from offering such programs in Connecticut.

We strive to offer a wide range of marketing and promotional programs that our customers value. The gas rewards program is similar to other loyalty programs and is consistent with loyalty program standard practices including having expiration dates. Information about the program is advertised in our circulars; brochures are available in all store locations, our company's website and we have a card hotline number to address any questions or concerns for consumers.

The Stop & Shop Supermarket Company LLC is one of the largest employers in the state of Connecticut. We operate 94 stores, 36 gas stations and employ over 14,000 full and part-time unionized associates. Our Company has a proud history of serving the changing needs of our customers and we remain committed to providing quality products, services and conveniences to the residents of Connecticut.

Conclusion

In conclusion, we strongly urge the committee to oppose HB 5419.

Thank you.

Stephen Ballirano

Vice President Sales and Merchandising