



What is RetailPAC?

RetailPAC is the National Retail Federation's political action committee. RetailPAC supports the campaigns of pro-retail, pro-business candidates for the U.S. Senate and House of Representatives. RetailPAC is a vital tool that helps us build relationships with members of Congress and educates them about the industry's issues.

www.nrf.com/RetailPAC



325 7th Street, N.W., Suite 1100
Washington, D.C. 20004

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Your personal contribution to RetailPAC will help elect policymakers who support the NRF agenda. Without question, ***RetailPAC benefits your company's bottom line.***

How does RetailPAC Work?

The National Retail Federation sponsors a political action committee, RetailPAC, as part of its mission to advance the interests of the retail industry through advocacy, communications and education. RetailPAC is a strategic tool that transcends partisan politics to build relationships with candidates and members of Congress and educate them about our issues. In keeping with federal law, RetailPAC is funded by voluntary support of senior executives of NRF member companies. Through RetailPAC, the individual members of our industry unite to allow us to speak directly to elected officials about the issues that matter most.

Where does Your Contribution Go?

100% of your contribution goes to candidates – incumbents and newcomers – for federal office who support retail industry priorities and who have a history of battling against reckless legislation, overregulation and frivolous lawsuits. Simply put, your contribution to RetailPAC helps elect pro-retail candidates to the U.S. Senate and House of Representatives. Every time RetailPAC makes a direct contribution to pro-retail candidates, we make a powerful statement about the important role of the retail community.

202-783-7971
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Why join RetailPAC?

- RetailPAC enables us to unite together as a single voice.
- With RetailPAC, we ensure our voice in the political process is on par with likely opponents.
- RetailPAC allows us to help our supporters in Congress fight back against special interest groups who are likely to oppose our priorities.

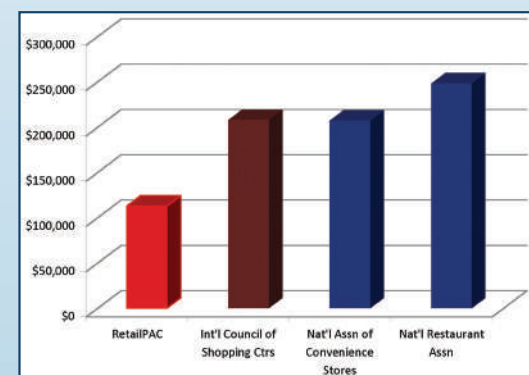
Maintaining and expanding a strong RetailPAC is an important part of NRF's political program and is critical to the overall success of NRF's public policy advocacy efforts. The retail industry's highest priority should be creating an economic and political environment in which all retailers can prosper and continue to create jobs for millions of Americans. As Congress considers issues affecting retailers, we must remain vigilant and foster a climate in which our industry can thrive. RetailPAC allows you to focus on your business knowing your views are being heard.

How does RetailPAC Compare?

In the advocacy tug-of-war, PACs can be a formidable weapon. In aggregate, PACs representing lawyers and law firms; labor unions; and commercial banks contributed in excess of \$20 million, \$16 million and \$5.9 million, respectively, to Federal political campaigns through year-end 2011 for the 2012 campaign cycle. In comparison, RetailPAC contributed just over \$100,000 during the same time period.

Among similar industry PACs, take a look at how RetailPAC's contributions compare through year-end 2011:

2011 PAC Contributions* to Federal Candidates



*2011 PAC contributions are estimates, based on available November 2011 FEC data.

Advancing the Retail Agenda – Gaining Visibility

On issues such as health care, labor relations, tax, trade and hidden credit card fees, we continually ask legislators to support the retail position. On all of these issues, other powerful organizations often advocate a contrary position and aggressively participate in the political process using all of the tools at their disposal, from significant financial support to get-out-the-vote drives, in order to defeat our agenda. With hundreds of competing interests in Washington, DC, NRF must use a variety of tools to ensure that we are at the forefront of the debates determining the future of the retail industry. RetailPAC is the industry's way of cutting through the noise and elevating our priorities before Congress.

What is the Mission of RetailPAC?

RetailPAC's mission is to support congressional candidates – incumbents and newcomers – who support a pro-business, pro-retail agenda. Through RetailPAC, we have the ability to help elect lawmakers who are committed to legislating fair and reasonable policies important to the industry.



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CONTRIBUTION FORM

YES! I would like to help **RetailPAC** support Members of Congress who will fight for the interests of the retail community.

Name: _____

Company: _____

Title: _____

Mailing Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Contribution Amount:

☐ \$5,000 Chairman's Council ☐ \$1,000 Leadership Committee

☐ \$2,500 President's Circle ☐ Capitol Team \$ _____

Payment Information:

Amount \$ _____ Today's Date: _____

☐ Personal check* ☐ Visa ☐ MasterCard ☐ Amex

Credit Card #: _____

Exp. Date: ____/____/____ CWV: _____

Cardholder Name: _____

Authorized Signature: _____

**make check payable to RetailPAC*

Return:

By mail:
RetailPAC
National Retail Federation
Attention: Ms. Lisa Rice
325 7th Street, N.W., Suite 1100
Washington, D.C. 20004

By fax:
866-640-8134

By email:
ricel@nrf.com

Contributions to RetailPAC are voluntary and amounts included herein are merely suggestions. An individual is free to contribute more or less than the guidelines suggest, but an individual may not contribute more than \$5,000 per calendar year. Federal law requires that RetailPAC report the full name, address, occupation and company name of each individual whose contributions total more than \$200 in a calendar year. You have the right to refuse to contribute without reprisal. Contributions to RetailPAC are not deductible for federal income tax purposes.