



FOR IMMEDIATE RELEASE

**Contact: Matt Hauser, President
608.256.7555**

Statement from Wisconsin Petroleum Marketers & Convenience Store Association

Wisconsin's Fair Marketing Law Protects Competition and Consumers

*New ruling doesn't address value of law for consumers,
independent retailers hoping for immediate appeal*

Madison, Wis. (February 12, 2009) – We are still investigating the effect of yesterday's decision on the Unfair Sales Act by U.S. District Court Chief Judge Rudolph Randa. Ultimately, we will follow the lead of the Department of Agriculture, Trade & Consumer Protection (DATCP) – the state agency responsible for enforcing the law.

We are very disappointed by the ruling and hope that the Attorney General's office will vigorously seek an appeal. The Wisconsin legislature has reviewed the law every session since 1998 and ten previous court cases have upheld the constitutionality of the law.

Time after time they found value in a law that promotes competition and protects consumers. States with similar laws have more retail establishments, which leads to a more competitive marketplace. And that's always good for consumers.

###