



March 24, 2026

The Honorable Robert Britto, Chairman
Senate Commerce Committee
State House
Providence, RI 02903

Re: S.2643 – An Act Relating to Commercial Law – General Regulatory Provisions - Unfair Sales Practices

Dear Chairman Britto,

The undersigned members of the Rhode Island Business Coalition respectfully oppose the passage of S.2643. This bill requires retail and service businesses that offer digital coupons (whether in-person or online) to provide consumers with a paper coupon of equal value.

For many businesses, providing digital coupons is more efficient, cost effective and is actually better for the environment. According to Mandlik & Rhodes, a coupon marketing firm with over 25 years of experience, "On average, digital coupons tend to perform 35% better than print in bringing in new customers, retaining existing customers, and raising brand awareness."¹

S.2643 would strongly discourage businesses from offering discounts to consumers, ultimately hurting the many customers that have become accustomed to using digital coupons. Each failure to provide a paper coupon becomes another violation, so in the course of one day, a business could be subject to fines in the hundreds of thousands or more.

We urge the committee not to pass S.2643. Thank you for your consideration of our position on this legislation.

¹ Digital v. Print Coupons, Wednesday, January 10, 2024. <https://mandlik-rhodes.com/digital-vs-print-coupons/#:~:text=On%20average%2C%20digital%20coupons%20tend,lower%20ROI%20by%2018%20percent.> The Rhode Island Business Coalition represents 50 industries and 6,280 businesses that employ 231,200 people throughout Rhode Island.

Sincerely,

David Chenevert, Chairman, Rhode Island Business Coalition
East Greenwich Chamber of Commerce
Greater Newport Chamber of Commerce
National Federation of Independent Business
Northern Rhode Island Chamber of Commerce
Propane Gas Association of New England
Rhode Island Beverage Association
Rhode Island Lumber and Building Materials Dealers Association
Rhode Island Small Business Economic Summit Regulations Subcommittee
Rhode Island Small Business Summit Tax and Budget Committee
Rhode Island Staffing Association
TechNet

cc. Senate Commerce Committee members