



601 E. Third Street, Little Rock, AR 72201
www.acxiom.com

March 30, 2015

via Fax and email

The Honorable Asa Hutchinson
Governor
State of Arkansas
500 Woodlane Street
Arkansas State Capitol
Little Rock, Arkansas 72201

Re: Veto this discriminatory bill

Dear Governor Hutchinson:

On behalf of Acxiom we respectfully request that you veto Arkansas House Bill 1228, the so-called: "Religious Freedom Restoration Act." We understand that you have previously stated that you intend to sign the bill, as amended, but we are hopeful that you will exhibit the courage and leadership necessary to do the right thing and veto this bill.

We are not alone in the belief that the bill is a deliberate vehicle for enabling discrimination against the LGBT community and should not become law, as it effectively re-establishes that shameful period before Civil Rights, when some used religious beliefs as a thinly-veiled justification for discrimination against our fellow citizens.

Simply stated, this bill inflicts pain on some of our citizens and disgrace upon us all. This bill will have the practical effect of excluding parents, sons, daughters, brothers and sisters, friends, and neighbors from pursuing normal, everyday life, that straight citizens take for granted. That is not what Arkansas should stand for; we should be an ever forward-thinking state that strives for tolerance and inclusion of everyone, regardless of their differences.

HB1228 is not wise either from a business perspective – we have seen that it has already created a backlash in the business community of our country and is certain to bring ridicule and derision, if it becomes law. This bill is at direct odds with your position that "Arkansas is open for business."

Please, veto HB1228, it is the right thing to do.

A handwritten signature in black ink, appearing to read "Scott Howe".

Scott Howe
President and Chief Executive Officer

A handwritten signature in blue ink, appearing to read "Jerry C. Jones".

Jerry C. Jones
Executive Vice President, Chief Legal
Officer